

## 313 The Long Tail and Its Implications for Media Audience Measurement    SCOTT McDONALD

- As argued by Chris Anderson in *The Long Tail*, global scale markets, falling costs of storage, and falling costs of distribution have resulted in digitally based businesses today being able to sell niche items and niche content profitably—this is reflected in media usage as well as in retail examples.
- Though media have been fragmenting into ever-smaller niches for some time, it has only been economically viable to measure the audiences of the largest media outlets.
- To accurately measure new media audiences, it seems likely that hybrid systems will be adopted, using random probability sampling for the biggest TV programs and largest magazines, for example, and non-sample-based measures for the niche media events in the long tail.
- This will pose a serious challenge to a media industry that has tended to abhor data integration, modeling, fusion, and hybrid systems.

## 320 Exploring the Effectiveness of Advertising in the ABC.com Full Episode Player

MARK LOUGHNEY, MARTIN EICHHOLZ, and MICHELLE HAGGER

- High sponsor recall: The single national sponsorship model employed by the ABC.com Full Episode Player (FEP) is highly effective with average unaided sponsorship recall (54 percent) being more than two and a half times higher than typical advertising recall on TV.
- Increases on key brand metrics: Pre-post tests show that advertisers on the ABC.com FEP enjoy an average lift in unaided brand awareness from 29 to 49 percent. In addition, advertisers experience on average improved scores on all of nine brand attributes tested.
- Entertaining beats interactive: An advertisement's "entertainment" rating is more strongly related to advertising effectiveness on ABC.com's FEP than an advertisement's "interactivity" rating. This suggests advertising copy and brand message are more important to advertising engagement and brand recall than interactive creative elements.
- Drivers of effectiveness: The effectiveness of advertising on ABC.com's FEP is most likely driven by the nature of the internet as a lean-forward medium with ample opportunities for interactive advertising, the lesser amount of overall advertising along with higher frequency of exposure for each advertiser, and overall halo effects from the entire viewing experience, which the vast majority of users describe as satisfying.
- Different demographics than traditional TV: ABC.com online viewers are younger, more educated, and more likely to be female than the audiences of the same shows on TV.

## 329 Long Tail Media in the Store **HERB SORENSEN**

- Just as distinct management of “long tail” versus “big head” products is essential for the success of both brands and retailers, so too is the *distinct* management of long tail versus big head media.
- In-store media, broadly defined (including packaging), is the final mover of every single sale.
- Successful management requires understanding, founded on scientific measurement. A global perspective on the quadrillion in-store exposures occurring annually is provided.
- Media metrics are all about vision science, what shoppers see (the eyes), and the impressions that it makes (the brain).

## 339 “Make Measurable What Is Not So”: Consumer Mix Modeling for the Evolving Media World

**JOHN HALLWARD**

- The media research and planning industry mostly relies on media audience numbers and cost-per-points. These measures lack the relevance to properly assess what matters because they are not about attention levels to the exposure (recall) nor about the impact (response) on to the various key brand objectives, by (sub)target.
- Key issues to deal with proper measurement include the fact that the quality of attention to commercials varies by exposure, advertising recall does not follow media consumption, high share-of-voice (i.e., more is better) often leads to less efficient media planning, creative quality is critical to understanding the media impact, and media touch-points do not act in linear relationships.
- There needs to be a greater focus on attention levels and brand effects, against the different brand objectives, across different targets (segments). This is what “consumer mix modeling” makes measurable.
- Consumer mix modeling is based on consumer surveys and models the impact of all the brand touch-points onto the many different brand objectives at the individual consumer level to allow for separate target analyses.
- The analysis reviews the efficiency of each touch-point getting to target consumers, including a review of the interaction of multiple touch-points. Then, the analysis turns to modeling to *derive the impact* of the touch-points onto the various chosen brand objectives (e.g., brand equity versus frequency of use). The modeling analytics is based on a form of Shapley analysis that better handles the problems of nonlinear relationships and multicollinearity found among media.

## **352 The Advertising Impact of an Interactive TV Program on the Recall of an Embedded Commercial** VEROLIE CAUBERGHE and PATRICK DE PELSMACKER

- Due to digitalization, television programs can be enriched by interactivity, giving the viewers the possibility of interacting with the program content using the remote control. This study investigates the context effect of two dimensions of program interactivity, two-way communication (i.e., playing along with the quiz program), and user control (i.e., possible clicks in the additional information) on the product and brand recall of an embedded advertisement.
- When viewers could play along, the product and brand recall decreased compared to viewers who did not play along with the game. This negative impact of interactivity on recall was less strong when viewers could navigate through the additional information about the candidates.
- In one condition, when the viewer could not play along and had a moderate level of user control (possible clicks in the additional information), program-induced interactivity increased the brand and product recall.
- The authors suggest that integrating program interactivity should be done with care, not to overload respondents, which might lead to negative memory effects.

## **363 The Impact of SMS Advertising on Members of a Virtual Community**

JACQUES NANTEL and YASHA SEKHAVAT

- Worldwide mobile advertising spending reached \$871 million in 2006. Still more research is needed about the behaviors of mobile consumers.
- This study analyzes the influence of the type of language (conventional language versus SMS language) on the effectiveness of an SMS advertisement. The same is also done about the nature of the source (friends versus firm).
- Findings suggest that the credibility of the source has a crucial impact on the attitude toward the SMS advertisement and its effectiveness.
- Reputable companies that have high credibility may use original and entertaining language. But, if credibility is low, original and entertaining content may have a negative effect and will thus undermine the formation of positive intentions.

## 375 Measuring Consumer Interactivity in Response to Campaigns Coupling Mobile and Television

**Media** ROBERT DAVIS and LASZLO SAJTOS

- This study investigates the consumers increasing use of the mobile wireless channel to be interactive with advertising campaigns linked to television content (e.g., *American Idol* 2008).
- To enhance interactivity, campaigns should focus on the captive television audience where viewers like to engage with entertainment-related content.
- Promote a “conversation.” Allow viewers to be passionate and vent their feelings.
- Campaigns designed around impulsive play will increase interactivity by influencing the audience intimately.
- Advertisers should ensure that campaigns operate in real time. This is a key ingredient in the audience’s perceptions of the interactive experience. It will also provide a real-time measure of advertising effectiveness.
- The mobile is a personal space. Allow the audience to opt in and out of the communication process any time.
- Our research challenges the existing way of measuring the effectiveness of television media when coupled with the mobile channel as a vehicle for advertising communications.

## 392 Advertising Creativity Matters MICHAEL DAHLÉN, SARA ROSENGREN, and FREDRIK TÖRN

- “Wasteful” advertising creativity (i.e., it does not add to the advertisement’s functionality) has positive effects on brand and product perceptions.
- Advertising creativity signals effort (and confidence) on behalf of the sender.
- Advertising creativity signals ability in the sender.
- Consumer perceptions of creativity are highly relevant as they mediate the signaling effects, so that the more they perceive the advertising to be creative, the better it conveys effort and ability.
- Advertising creativity is not a yes/no (e.g., award-winning versus not award-winning), as incremental steps in perceived creativity may yield significant effects on brand and product perceptions.

## **404 A Content Analysis of Music Placement in Prime-Time Television Advertising** DAVID ALLAN

- Music is very popular in television advertising. You can hear as much music in commercials as you can on some commercial radio stations. This study was designed to supplement and update the limited quantitative and qualitative data analyzing music placement in prime-time television advertising.
- The author analyzed 3,456 prime-time television commercials. Overall, 94 percent of the total advertisements (3,456) and 86 percent of the unique advertisements (715) contained some type of music. Of the unique music advertisements, 14 percent contained popular music, 81 percent used needledrop, and 5 percent utilized jingles.
- Popular music (primarily pop and rock) was observed more often in automotive, audio/video, and food commercials. Popular music was more likely to be relevant to the narrative (91 percent) than the product or service (28 percent). This suggests that advertisers are using popular music to stimulate some type of personal relevance of the narrative to the consumer to increase involvement.
- This study provides a foundation for future research into the increasing use and potential of music, especially popular music, to enhance advertising effectiveness.

## **418 Attributes of Likeable Television Commercials in Asia** KIM-SHYAN FAM

- Advertisements that are liked can lead to better recall, favorable brand attitudes, and possibly purchase intention than advertisements that irritate consumers.
- The author interviewed by telephone 1,000 Generation Xers from five Asian cities in order to differentiate advertising attributes into likeable and dislikeable categories.
- Results show there are seven likeable attributes, with “Entertaining” as the most liked attribute in Hong Kong, Shanghai, Bangkok, Jakarta, and Mumbai. The importance of the other six likeable attributes varied between the cities.
- The findings suggest that cultural values, religion, and to a lesser extent economic forces are drivers of variation in the importance of likeable attributes in Asia.

## **433 The Impact of Celebrity–Product Incongruence on the Effectiveness of Product Endorsement**

**JUNG-GYO LEE and ESTHER THORSON**

- Using celebrities in advertising has been a popular communication strategy among marketers. Every year millions of dollars are spent on endorsement contracts with high-profile celebrities.
- This study examines how different degrees of celebrity-product incongruence influence the persuasiveness of celebrity endorsement.
- The results show that celebrity endorsements are evaluated more favorably in terms of purchase intention when there is a moderate mismatch than when there is either a complete match or an extreme mismatch.
- Such effects are found to be more pronounced among participants with higher product involvement than those with lower product involvement.

## **450 The Ethical Aspects of Direct-to-Consumer Advertising of Prescription Drugs in the United Kingdom: Physician versus Consumer Views**

**JON REAST, DAYANANDA PALIHAWADANA, and HASEEB SHABBIR**

- Direct-to-consumer (DTC) advertising represents a large, but controversial, new revenue stream for the U.S. advertising industry, with expenditure in 2005 of \$4.1 billion, but little research has been conducted concerning DTC outside of the United States.
- U.K. consumers were significantly more positive about the ethics of DTC than were U.K. physicians. The groups disagreed about the impact of DTC advertising policies—with patient health education and/or confusion, patient attendance at surgeries, and the doctor-patient relationship being major areas of conflicting opinion.
- U.K. consumers and physicians were both more supportive of unbranded “see your doctor” disease awareness campaigns, seeing these as being valuable in improving consumer knowledge and driving up recognition of genuine ailments.
- The research suggests that the U.K. market is unlikely to welcome DTC in the near future. Drug companies need to take an ethical approach to their advertising and can do more to develop uncontentious “see your doctor” advertising and PR campaigns to show the benefits of consumer-targeted communications.

## **465 The Branding Impact of Brand Websites: Do Newsletters and Consumer Magazines Have a Moderating Role?** BRIGITTE MÜLLER, LAURENT FLORÉS, MERIEM AGREBI, and JEAN-LOUIS CHANDON

- The rapid growth of the internet has multiplied brand and product-related websites; nowadays repeat buys may account for over half of e-tailer sales.
- The authors analyze how brand and relationship websites strengthen brand loyalty and develop brand equity. They take the example of a French leading manufacturer and study how website experience, newsletter, and consumer magazine subscriptions may build relationship and loyalty toward the brand.
- Positive website experience increases loyalty toward the site and in turn develops favorable attitude toward the brand and higher purchase intent. These effects are stronger for consumers who subscribe to relationship tools such as email newsletters and consumer magazines (print).