

266 A Classic Formula: End-to-End Insight with Added Productivity

CLODAGH FORDE, STAN STHANUNATHAN, DAVE PATTEN, and GEOFF WICKEN

- The world's leading businesses are under intense pressure to do more with less. This article reveals how the The Coca-Cola Company is rising to this challenge in the areas of research and advertising.
- Based on the principle of maximizing insights while minimizing costs, The Coca-Cola Company and Kantar Media Research linked consumer research studies on a global scale. This linkage integrates proprietary research data with syndicated lifestyle and media data (Kantar Global TGI study).
- To date The Coca-Cola Company has gained more insights into portfolio planning and targeting, more targeted connections and media planning, and more effective and more efficient media spend.
- Integration of insights across research platforms has tremendous potential as a strategy to drive up the productivity of consumer research and media investment.

271 This Event is Me! How Consumer Event Self-Congruity Leverages Sponsorship

ANGELINE G. CLOSE, ANJALA S. KRISHEN, and MICHAEL S. LATOUR

- Upon analysis of 21 sponsored promotional events in the context of mall fashion shows, the authors uncover the crucial role of mall shopper's self-congruity with the sponsor and the event on event effectiveness.
- Experience and expertise with the retail sponsor impacts self-congruity with the sponsor; in turn, self-congruity with the fashion show event enhances event persuasiveness.
- Event persuasiveness enhances the consumer's likelihood to shop at the sponsor's store.
- When entertained shoppers like the promotional events and desire more of such promotions, they tend to think more positively about the sponsor, view the promotional event as a good way to market the sponsor, and desire to shop more at the retail sponsor.

285 How Rich-Media Video Technology Boosts Branding Goals: Different Online Advertising Formats Drive Different Brand-Performance Metrics

LEAH SPALDING, SALLY COLE, and AMY FAYER

- Exposure to online display advertising, on average, significantly improves consumers' brand attitudes across common branding metrics. This study considers how the choice of display advertising format influences positive branding outcomes.
- The authors analyze over the branding survey results of over 4,000 online campaigns using rich-media, GIF/JPG, and "simple" Flash advertising formats (animated Flash formats without interaction capabilities).
- Campaigns using rich-media formats generally showed stronger branding effects compared to campaigns using "simple" Flash or GIF/JPG image formats.
- Campaigns using rich-media advertisements with video showed the strongest performance, particularly on measures of brand favorability and purchase intent. Campaigns using "simple" Flash formats performed the worst.
- Advertisers looking to maximize the effectiveness of their brand campaign should consider choosing rich-media advertisements with video over "simple" Flash format advertisements.

293 **Winning the Super “Buzz” Bowl: How Biometrically-Based Emotional Engagement Correlates with Online Views and Comments for Super Bowl Advertisements**

CALEB J. SIEFERT, RAVI KOTHURI, DEVRA B. JACOBS, BRIAN LEVINE, JOSEPH PLUMMER, and CARL D. MARCI

- Advertising in major television events, such as the Super Bowl, is a major investment for companies. The average media placement of a 30-second spot in the 2008 Super Bowl cost \$2.7 million. In part, these high costs were offset by the high levels of consumer “buzz” generated by advertisements shown during the Super Bowl. However, some advertisements will be more effective in generating a response than others.
- New models for advertising effectiveness have stressed the importance of consumers’ emotional response to advertising. Emotional reactions to advertising have been shown to be associated with increased market share, intent to purchase, brand attitudes, in-market recall, and brand awareness.
- Measuring emotional response through self-report is extremely limited. Advances in the fields of social psychology, neuroscience, and cognitive science have led to biologically-based measurement methods for assessing consumer’s preconscious emotional responses to advertising.
- The results of this study suggest that the more engaged consumers are on an emotional level (as measured with continuous biometric monitoring), the more views and comments were generated by consumers in the general public online. Creating advertisements that create high levels of emotional engagement will be more effective in generating buzz.

304 **Research on Advertising in a Recession: A Critical Review and Synthesis**

GERARD J. TELLIS and KETHAN TELLIS

- A study across 37 major world economies shows that advertising is highly sensitive to economic cycles. Most firms adjust their behavior in response to recessions by cutting back on advertising, decreasing price promotions, and increasing nonprice promotions such as features and displays.
- The share of private-label brands (relative to national brands) behaves countercyclically, increasing during an economic contraction and expanding during an economic expansion. Shares of private-labels increase more during a recession than they decrease during an expansion, with some of the gains persisting beyond the recession.
- Consistent evidence shows that cutting back on advertising during a recession can hurt sales during and after the recession. On the other hand, not cutting back on advertising during a recession could increase sales during and after the recession. Firms that increased advertising during a recession experienced higher sales or market share during or after the recession.
- The most compelling reason to cutback advertising during a recession is because the optimal level of advertising may be lower because sales are lower. The most compelling reason to maintain or increase advertising during a recession is because advertising may then be more effective because competitors have cut back on their advertising.

328 Beauty is in the Eye of the Tech Manager: How Technology Orientation and Interactive-Media Knowledge Can Drive (or Stall) Change LARRY CHIAGOURIS and VISHAL LALA

- Although marketing managers are aware of the potential for waste in the use of traditional media, such vehicles continue to dominate media budgets.
- Managers' perceptions of media waste compared to newer forms of interactive media are contingent upon their own use of newer forms of technology.
- This study found that an increase in interactive-marketing technology budgets occurs if managers making media decisions are personally more comfortable with their own use of technology.
- It is important that managers are not just reading about new media, but that they also experience new media and related technologies in order to overcome personal biases and contribute to greater levels of managerial effectiveness in terms of new media choices.

339 Metrics That Matter: Identifying the Importance of Consumer Wants and Needs

MARTIN R. LAUTMAN and KOEN PAUWELS

- Many traditional metrics that market researchers have identified using derived analytic assessment techniques as important key performance indicators frequently do not predict in-market performance.
- A new model of brand health, the Diamond Model, when augmented with consumer tracking and sales data, is shown to be an effective marketing tool for steering brands.
- By applying econometric analyses and resolving casual ambiguity, metrics that matter are identified that can serve as marketing levers, able to drive sales and market share and optimize return on marketing investment decisions.
- Incorporating market mix modeling within the brand health Diamond Model framework facilitates driving incremental sales and/or maintaining base volume by enabling the leveraging of spending to help achieve awareness and rational and/or emotional communication and persuasion goals.

360 The Effectiveness of Combining Online and Print Advertisements: Is the Whole Better than the Individual Parts? LEA M. WAKOLBINGER, MICHAELA DENK, and KLAUS OBERECKER

- Online advertising is a "hot" topic—revenues of U.S. online advertising sellers equaled \$23.4 billion for 2008, which corresponds to a 10.6 percent increase compared to 2007. Due to the relevance of online advertising, combining this media channel with traditional advertising has received wide attention from marketers over the past years.
- The article compares advertising effectiveness of print and online media and analyzes the impact of their combination on overall advertising effectiveness.
- Results suggest that print and online advertising feature the same advertising effectiveness. Experimental data, however, indicate advantages of cross-media advertising.
- Cross-media programs may help increase advertising effectiveness; firms can be encouraged to complement traditional print advertising campaigns with online advertising.

373 Beavers, Bubbles, Bees, and Moths: An Examination of Animated Spokescharacters in DTC Prescription-Drug Advertisements and Websites KARTIK PASHUPATI

- Direct-to-consumer (DTC) advertising of prescription drugs is a practice that is limited to the United States and New Zealand. In the United States, drug marketers spent more than \$5.6 billion on DTC advertisements. The practice of DTC advertising is controversial and continues to attract regulatory attention.
- A number of drug brands use animated spokescharacters to establish a distinctive identity and to distinguish themselves from competition. Drug brands using animated characters range from sleep aids to antidepressants. This article examines the different ways in which animated characters are used in DTC advertisements.
- Animated characters are used in various allegorical ways, such as the symbol of a disease, a victim, or to explain the mechanism of action. Brands vary greatly in their integration of spokescharacters into DTC websites. Evidence from secondary data indicates that brands using spokescharacters perform better than average in recall and in brand-association tests.
- Drawing on the elaboration likelihood model, the author offers five propositions for testing in future research studies. The propositions include the prediction that advertisements using animated characters will result in better recall and will have better association between advertisements and brands. Animated characters are expected to result in a lower recall of side-effects information among low-involvement consumers, but should have little impact on high-involvement consumers.