

250 A Tale of Two Social Contexts: Race-Specific Testimonials on Commercial Web Sites

TROY ELIAS and OSEI APPIAH

- Black participants felt more targeted, and had more favorable evaluations of the Sprint brand and the Sprint Web site after viewing testimonial ads featuring Black characters than they did after viewing testimonial ads featuring White characters.
- White Internet surfers displayed no significant difference in perceptions of being the target of the ad, their attitudes toward the brand, their attitudes toward the product, or their attitudes toward the site based on the testimonial characters' race.
- Black and White Web surfers seem to have a slight preference for moderately vivid testimonials versus highly vivid testimonials.
- Blacks who represent a numeric minority in their immediate social environment show more favorability towards ads that use Black characters than Blacks who reside in a social environment where they comprise a numeric majority.

265 The Power of Theme and Language in Multi-Cultural Communities: Which Tobacco Prevention Messages Are Most Persuasive to Mexican-American Youth?

KATHLEEN KELLY, MARIA LEONORA G. COMELLO, LINDA R. STANLEY and GABRIEL R. GONZALEZ

- All of the counter-advertisements developed for the target audience have the potential to be adapted for dissemination in a tobacco prevention campaign. The results revealed that all of the ads were seen as appealing, believable, readable, and effective as a deterrent to smoking.
- The ads have high ecological validity and incorporated visual cues and ethnic representations that likely contributed to the high ratings received (and would be consistent with accommodation theory).
- Though participants were bilingual, the use of English or Spanglish is recommended for anti-tobacco campaigns aimed at a bicultural audience. "Spanish" ads became less readable as a participant's use of English increased.
- A negative health theme might be most effective in a community-wide campaign, because it is likely to evoke the least amount of counter-arguing among smokers and still elicit very positive evaluations from nonsmokers.
- As participants' level of acculturation increased, all of the ads became less appealing. This finding supports previous research suggesting that Mexican cultural norms play a protective role against smoking among Mexican-American youths. These protective factors may erode as youths adopt the values of American culture, which suggests that an appropriate strategy for tobacco-prevention campaigns may be to target youths early in the assimilation process.

279 The Influence of Ethnic Identification in Digital Advertising: How Hispanic Americans' Response to Pop-Up, E-Mail, and Banner Advertising Affects Online Purchase Intentions

ENRIQUE P. BECERRA and PRADEEP K. KORGAONKAR

- Advertisers planning to woo Hispanic Americans online need to focus on creating factual information-laden Web ads rather than “cute” or entertainment Web ads.
- Strong Hispanic identifiers have a greater attitude toward each type of Web advertising than medium identifiers, and thus, in turn, have a greater attitude than weak identifiers.
- Hispanic Americans' perceived ease of accessing and using the Internet, ethnic identification, and income have a significant positive influence on intentions to purchase online.
- E-mail advertising is the preferred form of Web advertising for Hispanic Americans, but this preference does not translate into purchase intentions online.
- Hispanic Americans' purchase intentions online seem to be influenced only by Web advertising that disrupts their online browsing, such as pop-up ads. Further research is needed to validate this conclusion.

292 The Interactive Authority of Brand Web Sites: A New Tool Provides New Insights

HILDE VOORVELD, PETER NEIJENS and EDITH SMIT

- Interactivity plays a crucial role in determining the effectiveness of Web sites.
- Advertisers can use the coding instrument developed in this study to map the interactivity of their own Web sites and compare it to the Web sites of their competitors.
- Interactive functions facilitating active control over the experience on the Web site are most prevalent on the Web sites of top global brands, followed by functions facilitating two-way communication and functions facilitating a fast response.
- The Web sites of American top global brands are more interactive than Dutch brand Web sites.
- The Web sites of brands of durable goods and services are more interactive than the Web sites of nondurable goods.

305 Cutting Edges: Listening-Led Marketing Science, Media Strategy, and Organizations

STEPHEN D. RAPPAPORT

- Listening research is creating new data sources that are being used to create “listening-led” marketing, advertising, media, and organizations.
- Conversational share-of-voice and share-of-market analyses are in line with historical advertising share-of-voice findings, potentially providing advertisers with another tool for planning and budgeting.
- Trends in advocacy, influence, and sentiment are shown to correlate with short-term sales and market-share trends.

- Advertising can be targeted to the conversations audiences are having online and offline, and media strategy can be planned to select and buy media, Web sites, social networks, and conversational hubs where they occur.
- Companies are not limiting listening to the research function but are figuring out how to incorporate listening throughout their organizations.

316 Colors, Brands, and Trademarks: The Marketing (and Legal) Problem of Establishing Distinctiveness

JANET HOEK and PHILIP GENDALL

- Traditional methods of establishing the distinctiveness of brand attributes have often fared poorly in legal proceedings.
- Comparison of three alternative methodologies found that they had high convergent validity when used to assess a brand-color association.
- Methodologies that estimate behavioral responses may be more easily defended and provide more robust insights into brand-attribute associations.

323 Why Modeling Averages Is Not Good Enough: A Critique of the Law of Double Jeopardy

MARTIN BONGERS and JAN HOFMEYR

- For some 40 years, the Dirichlet distribution has provided a parsimonious method for modeling brand performance measures in 'steady-state' markets.
- The success of the method has provided a foundation for thinking about numerous marketing issues e.g. brand strength, brand loyalty and how advertising works.
- In particular, Ehrenberg and his colleagues have argued that advertising is not persuasive; it merely nudges a brand to the top of a person's mental queue.
- Using panel data, we show that a key assumption of the Dirichlet, namely, that individual behaviour is steady-state, is not true.
- We therefore argue that, while the Dirichlet may provide a good method for modeling aggregate market behavior, it is wrong about individual behavior.
- The fact that the Dirichlet is not true at individual level means that the conclusions drawn about brand-related issues e.g. how advertising works, cannot be supported.