Annual subscription rates for Volume 51 (2011): Print and online: $340, £278 or €278. Annual subscription rates for Volume 51 (2011): Print and online: $340, £278 or €278. A premium annual subscription is also available including online access to all issues published since January 2000: Premium print and online: $625, £430 or €430; Online only: $285, £214 or €214; Online only: $285, £214 or €214. Discounted prices are available to individuals and full-time faculty members and students—please contact the publisher for rates. Member companies of the ARF receive a subscription to the Journal of Advertising Research as 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 online at www.editorialmanager.com/jar.

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

Editor-in-Chief: Geoffrey Precourt
Executive Editor: Douglas West

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

© Copyright 2011 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
Americas: Warc, 2233 Wisconsin Avenue NW, Suite 535, Washington DC 20007, USA, Tel: (202) 778 0680, americas@warc.com.
Rest of World: Subscriptions Dept, Marston Book Services Ltd, Unit 160, Milton Park, Abingdon, Oxfordshire, OX14 4SD, UK. Tel: 44(0)1235 465574. Fax: 44(0)1235 465556. Email: subscriptions@marston.co.uk.
General Enquiries: jar@warc.com.
Advertising: Diana Pounsford, Email: diana.pounsford@warc.com
PRINTED IN THE U.S.A.

Editionary Advisory Board
Avery Abernethy
Auburn University
Anthony Adams
Marketing Insights, Inc.
Dean Adams
Merton Adams
Henry Asseal
New York University
J. Scott Armstrong
The Wharton School
Allan L. Baldwin
Consultant
Robert Barocci
The ARF
Rajeev Batra
University of Michigan
Richard Beltrami
Wayne State University
Rex Briggs
Marketing Evolution
Bobby J. Calder
Northwestern University
Neil Canter
Marketing Accountability Partnership
Ira Carlin
MagnaGlobal USA
Albert Caruana
University of Malta
Larry Chigouris
Pace University
C. Samuel Craig
New York University
Isabella Cunningham
University of Texas at Austin
John Deighton
Harvard Business School
Barbara Delia
Consultant
John Eighmey
University of Minnesota
Anita Elberse
Harvard Business School
Jaafar El-Murad
Westminster Business School
Erwin Ephron
Ephron, Papazian & Ephron, Inc.
Thomas Evans
ESPN

ARF, THE RESEARCH AUTHORITY
ROBERT L. BAROCCI • President/CEO
TODD POWERS • Chief Research Officer
FELIX YANG • Chief Operating Officer
HEATHER JAMES • Chief Marketing Officer
WILLIAM A. COOK • Executive Vice President, Research & Standards
DAVID MARANS • Executive Vice President, Media
TED McCONNELL • Executive Vice President, Digital
HORST STIPP • Executive Vice President, Global Business Strategy
CASSANDRA BATES • Chief Business Strategist
STEPHEN D. RAPPAPORT • Director Knowledge Solutions
CATHERINE GARDNER • Managing Editor

Online version at www.JournalofadvertisingResearch.com

PRINTED IN THE U.S.A.

Journal of Advertising Research (JAR) (ISSN 0021-8499) is published quarterly by Warc © The Sheridan Press, 450 Fame Ave., Hanover, PA 17331 for The ARF. Periodicals postage paid at Hanover, PA and additional mailing offices. POSTMASTER: Send address changes to Warc, 2233 Wisconsin Avenue NW, Suite 535, Washington, DC 20007.