

## 339 Engineered Persuasion: Just Do It

**PAT LaPOINTE**

- In a global manufacturing economy with instant information flow, it's more difficult than ever to create and sustain any real point of differentiation.
- Advertising's role in establishing and sustaining effective differentiation has been well established through a solid foundation of meta-learnings for expected impacts of marketing efforts.
- Quality of creative execution has a material effect on the financial return on marketing investments.
- There are many copy effectiveness methods; it is less important which one you use than it is to actually use one consistently over a period of time to promote continuous improvement.
- You can win more often by engineering your way to success and improving copy quality methodically.

## 342 Customer Insights that Matter

**PATRICK BARWISE and SEÁN MEEHAN**

- Long-term growth comes from delivering and relentlessly improving a relevant customer promise.
- To support this, firms should use many sources of customer insights, including, but not limited to, formal market research.
- Insights achieve nothing unless they reach decision makers and are acted on: often, poor framing, fear, vested interests, complacency and denial block the free flow of market signals—especially unwelcome ones—that fuel customer-focused innovation and growth.
- We offer a simple framework and five “killer questions” to help companies generate and exploit “customer insights that matter” to drive long-term performance.

## 345 The Future is Now: In Pursuit of a More Efficient and Effective Media Strategy

**DAVID F. POLTRACK and KEVIN BOWEN**

- Traditional demographic media buys are not in full alignment with advertisers' real definition of their core prospects who are, more often than not, defined attitudinally or behaviorally.
- Moreover, there is an emerging school of thought that programming context matters. An ad positioned in highly engaging programming is more effective than the same ad in a less engaging context.
- A Media Demand Landscape is presented which allows advertisers to understand their attitudinally-defined core prospects as consumers of media, enabling significantly more efficient and effective programming schedule optimization.

## 356 The Power of Inertia: Conservatism in Marketing Resource Allocation

MARCEL CORSTJENS, ANDRIS UMBLIJS, and CHAO WANG

- Marketing resource allocation decisions have a bias towards tried and trusted investment options, reflecting conservative behavior.
- In this paper we propose a methodology to identify and remedy this overly risk averse behavior.
- Much needed profitable growth can be achieved without additional spendings, by reallocating existing marketing budgets to other, more productive, marketing mix elements.

## 373 The Measure of All Things: Finding Out That Something Doesn't Work is the First Step Toward Learning What Does Work

DUNCAN WATTS

- In this article drawn from his new book, *Everything is Obvious*, Duncan Watts explains the benefits for advertisers of “measure and react” rather than the customary “predict and control” approach to campaigns.
- Advertisers want to know whether their advertising is causing increased sales; yet almost always what they measure is the correlation between the two. The best approach to this difficulty is to employ randomized field experiments with a control condition to ascertain cause and effect.
- In a recent randomized experiment testing online advertising with 1.6 million Yahoo! users it was estimated that the additional revenue generated by the advertising was roughly four times the cost of the campaign in the short run, and possibly much higher over the long run.
- The researchers also discovered was that almost all the effect was for older consumers—the ads were largely ineffective for people under 40. While this could be interpreted as bad news, the right way to think about it is that finding out that something doesn't work is also the first step toward learning what does work.
- Whenever it comes to questions of business strategy or government policy, or even marketing campaigns or Web-site design, we must rely less on our commonsense and more on what we can measure.

## 380 Rx for Brand Consistency: Should Pharmaceutical Marketers Send Different Messages to Physician and Consumer Audiences?

KIM SAXTON

- In nearly half of U.S. DTC ads for patients, prescription drug marketers used messages that are highly similar to the ones they used when advertising to physicians.
- Fewer than one-fourth of these ads used a similar advertising execution.
- While a similar message is unrelated to ad effectiveness, similar ad executions are negatively related to effectiveness.
- It appears that costs and ease of implementation explain why marketers would use similar advertising with these two different audiences instead of finely honing ads for each target customer.

## 394 **Damage Control: Limiting the Fall-out from Deceptive Advertising**

**KATHERINE L. TWOMEY, JOHN G. KNIGHT, and LISA S. McNEILL**

- Advertising should not only be literally truthful but avoid misrepresentation and misleading consumers.
- Negative consumer opinion can have a greater adverse impact than legal penalties for misleading advertising.
- In misleading advertising crises, public apologies are successful only when free from self-justification by the firm.
- Supportive actions by channel intermediaries may provide a more successful means to restore consumer opinion than television apologies.

## 404 **What's So Funny? The Use of Humor in Magazine Advertising in the United States, China, and France**

**MICHEL LAROCHE, MARCELO VINHAL NEPOMUCENO, LIANG HUANG, and MARIE-ODILE RICHARD**

- Humor was significantly more often used in the United States than in France and China.
- Compared to China and France, the United States used humor more frequently for personal and luxury products, than for non-personal and non-luxury products.
- Chinese advertisers tend to use humor more often for “consumer electronics” than French and American ones.
- Humor is considerably less often used in France for high-involvement products.
- The use of humor in advertising is defined by a country's culture and competition within a given marketplace.

## 417 **Ad Bites: Toward a Theory of Ironic Advertising**

**EKIN PEHLIVAN, PIERRE BERTHON, and LEYLAND PITT**

- While irony has been a rhetorical device for advertising professionals, the irony of ironic advertising is that it has been used but not studied.
- The degree of subtlety in ironic advertisements, ironic sophistication, and the consumer's ability to understand irony, ironic literacy, are the main factors in the process of ironic communications.
- To communicate irony the advertiser utilizes cues, and to understand irony the consumer recalls interpretive frames within a shared context.
- Ironic advertising is a two-step process in which the marketer establishes or evokes an interpretive frame and then subverts it with a second, usually contradicting, message.

## 427 Parental Style: The Implications of What We Know (and Think We Know)

**LES CARLSON, RUSSELL N. LACZNAK, and CHAD WERTLEY**

- Parents go about the consumer socialization process differentially and there are theoretical bases and empirical work for supporting this conclusion.
- One parent type (i.e., authoritative) appears to engage in more consumer socialization of children than do other parental styles.
- Authoritative parents are more concerned about advertising to children and its effects on children, though they prefer to be responsible for monitoring the effects of the marketplace on children rather than relinquishing that responsibility to the government or other third parties.
- Differences in how parents socialize their children about television appear to be manifested in children (e.g., children of authoritative mothers say their mothers watch television with them more so than do children of certain other parent types).
- Research on what accounts for parenting differences in consumer socialization is needed, and we suggest one possibility for how such research might proceed.

## 436 The Naked Truth: Revealing the Affinity for Graphic Sexual Appeals in Advertising

**TOM REICHERT, MICHAEL S. LaTOUR, and JOHN B. FORD**

- Personality variables, gender, and one's moral compass influence a consumer's reaction to nudity in advertising.
- Moral relativists, sensation seekers, and those comfortable with their sexuality respond more positively to graphic sexual content.
- Marketers should assess consumer predispositions before employing graphic sexual content in advertising.
- In some cases predispositions are more important predictors of advertising and brand favorability than nudity.
- Sensation seeking and sexual self-schema inventories are non-intrusive but are predictive.