

15 Take Your Pick: Kate Moss or the Girl Next Door?—The Effectiveness of Cosmetics Advertising

MICHAEL ANTIOCO, DIRK SMEESTERS, and ALINE LE BOEDEC

- Using a “girl next door,” or nonidealized, model in cosmetics ads is perceived as more trustworthy than an idealized model, for example the supermodel Kate Moss. Moreover, the closer a woman lives to an urban area, the less she finds an idealized model trustworthy. Independently from the portrayed model, the more trustworthy a model is, the higher the purchase intention is.
- No matter how beautiful women feel, their self-esteem will be higher after exposure to the “girl next door” on cosmetics ads compared to an idealized model.
- For women with low self-esteem, the “girl next door” on cosmetics ads leads to a higher purchase intention than an idealized model; especially because the “girl next door” is also seen as more trustworthy.
- For women with high self-esteem (35 to 44-year-old women and urban women), an idealized model on cosmetics ads leads to higher purchase intention than the “girl next door.”

31 How Emotional Tugs Trump Rational Pushes: The Time Has Come to Abandon a 100-Year-Old Advertising Model

ORLANDO WOOD

- New evidence from psychology suggests that most of the decisions we make are made quickly and intuitively, by what is known as System 1 (fast) decision-making.
- An important component of System 1 decision-making is emotion, which guides many decisions. Instead of answering the more difficult question “what do I think about this choice?,” we instead tend to ask ourselves “how do I feel about this choice?”
- A brand that adopts emotional communications draws people closer to it, promotes fast and emotional decision-making, reduces its price sensitivity and reliance on price promotions. This explains why emotional campaigns are more profitable than rational campaigns.
- The prevailing model of advertising is rooted in the belief that, in order to be effective, advertising needs to gain the viewer’s attention and persuade through a message of a brand’s benefits. This type of advertising is designed to appeal to System 2 (slow and deliberative) decision-making. Most pre-testing research is structured in this way, but it does not reflect how we make many of our purchasing decisions.

40 The Power of “Like”: How Brands Reach (and Influence) Fans through Social-Media Marketing

ANDREW LIPSMAN, GRAHAM MUDD, MIKE RICH, and SEAN BRUICH

- Social media channels, most notably Facebook, represent a significant and growing opportunity to reach brand fans—and their friends—with branded content that may take the form of both paid and earned media impressions.
- Despite many brands’ current focus on simply counting fans, this research demonstrates how attracting fans represents only the initial springboard to reaching fans and friends of fans with paid and earned media impressions.

- Social media brand impressions are analogous to ad impressions and can be quantified using familiar metrics such as reach and frequency, and analyzed according to the demographics and behaviors of the audiences reached by these impressions.
- Once brands understand who they are reaching and how often, they can begin to assess the value of their fans and friends of fans. In some cases, they can even quantify the ROI of their social media investment by evaluating behaviors of those exposed to brand impressions, such as online engagement or purchase behavior.
- By focusing on measuring the reach of their branded content among various constituencies, brands can more effectively understand and optimize the way in which they leverage their presence on Facebook and realize significant untapped benefits by reaching friends of fans.

53 Memo to Marketers: Quantitative Evidence for Change—How User-Generated Content Really Affects Brands

GEORGE CHRISTODOULIDES, COLIN JEVONS, and JENNIFER BONHOMME

- This is the first study to show the direct influence of UGC involvement on brand equity.
- UGC has a direct and positive impact on customer-based brand equity, particularly when driven by congruence with a consumer's self-concept, development of a brand community, and consumer perceptions of co-creation.
- The stronger a brand's equity, the stronger the positive effect on these drivers, so UGC and brand equity can grow symbiotically together.
- Brand managers in digital marketing communications should incorporate this understanding of UGC in their strategic planning. UGC for the sake of it is not enough: an understanding of how it works is needed to avoid negative effects.
- This adds further weight to the argument that a strict, top-down supervisory brand strategy should be replaced with a more participative and interactive one; brands are not controlled by their owners.

65 The Flipside of the Sponsorship Coin: Do You Still Buy the Beer When the Brewer Underwrites a Rival Team?

LARS BERGKVIST

- Sponsorships are generally assumed to have positive effects on the brand.
- This study found that sponsorship of a football team has negative brand effects among the fans of a rival team.
- Managers should consider sub-segments when evaluating sponsorship options and include attitude toward the sponsored object in addition to fit in their evaluations.

74 Warning Flags on the Race Track: The Global Markets' Verdict on Formula One Sponsorship

JOE COBBS, MARK D. GROZA, and STEPHEN W. PRUITT

- Around the world, the capacity for Formula One (F1) motor racing to generate brand awareness through television viewership—estimated at 600 million—is nearly unrivaled.
- Commercial sponsorship research suggests (1) the status and success of the sponsored enterprise, (2) the level of sponsorship engagement, and (3) the category relatedness and image congruence of the sponsoring firm and sponsored enterprise are each crucial factors that influence sponsorship success in terms of awareness and image enhancement.
- Given the fiduciary demands on managers of publicly-traded firms, the shareholder implications of major marketing decisions must be evaluated.
- Contrary to investors' acceptance of sports sponsorship investments in the United States, F1 commercial sponsorships are met with investor resistance across a collection of 15 of the world's stock markets.
- Greater investment levels in F1 sponsorship and shared nationality between the sponsoring firm and sponsored team both increase the likelihood of incurring a reduction in shareholder value upon announcement of the sponsorship.

87 How Much Is Too Much? The Collective Impact of Repetition and Position in Multi-Segment Sports Broadcast

YONGICK JEONG, HAI TRAN, and XINSHU ZHAO

- Overall, the pattern of ad repetition in multi-segment sports broadcast supports strong primacy tendency. This study evaluated ad effectiveness of four years of Super Bowl commercials. Overall, the pattern of ad repetition in multi-segment sports broadcast supports a strong primary tendency, that is people are more likely to remember ads early in the program.
- Repeated exposures positively influence brand recognition, but overexposure negatively affects advertising liking.
- Placement strategies that have more repeated exposures to the same brand in the earlier part of a broadcast would increase brand recognition.
- Placement strategies that have an early and single exposure to the brand would result in more positive effects on the likeability of advertisements.

102 Benchmarking the Use of QR Code in Mobile Promotion: Three Studies in Japan

SHINTARO OKAZAKI, HAIRONG LI, and MORIKAZU HIROSE

- Quick Response (QR) code was originally developed by a Japanese firm, Denso Wave, for tracking parts in vehicle manufacturing. This study explores the use of QR code in marketing through three different methods: content analysis, focus groups, and consumer survey.

- The content analysis suggests that the majority of QR codes were linked to loyalty programs, although most of the sample codes offered no direct incentive and led to a corporate Web site, brand Web sites, or other types of publicity. Twenty-nine percent of QR codes required some kind of registration by asking for personal information.
- In the focus group, many participants responded that QR code is a convenient way to access the information at any place at any time. Contrary to the authors' expectations, the favorite place to access QR codes was at home, rather than in a train or on the streets.
- The general consumer survey indicates that trust associated with QR code is generally high, while privacy concerns and transaction risk would depend on the locations where consumers access and retrieve the code.

118 Is An Advertisement Worth the Paper It's Printed on? The Impact of Premium Print Advertising on Consumer Perceptions

STEFAN HAMPEL, DANIEL HEINRICH and COLIN CAMPBELL

- Even with huge growth in online advertising, print media continues to attract a significant amount of advertising spend.
- At the same time, the sheer amount of advertising that consumers are exposed to demands innovations in order to garner attention.
- Academic research has testified to the positive impact of print advertising but has yet to examine the effect of premium print advertising—a relatively new innovation.
- Our study—using a sample of general consumers—finds support for significant and robust effects of premium printing techniques on a host of advertising response variables including word of mouth and willingness to pay.
- The falling costs associated with premium print, combined with our results, suggest a renewed interest in “old” media may be warranted.

128 The Hand, the Bill... or Both? The Role of Credibility in Handbill Acceptance

GERARD P. PRENDERGAST, KING TING WAI, and WING YI CHEUNG

- Handbills are commonly distributed in high pedestrian districts around the world. Invoking theories related to source credibility and medium credibility, a survey in Hong Kong highlighted the interrelationships among distributor credibility, handbill credibility, environmental concerns, and handbill acceptance.
- Results indicated that distributor credibility positively predicts handbill acceptance. The credibility of the handbill itself mediates this relationship between distributor credibility and handbill acceptance. The relationship between handbill credibility and handbill acceptance was more pronounced for those who were less concerned with the environment.
- Marketers advertising through handbills cannot ignore the credibility of the people they hire to distribute them. They cannot ignore the credibility of the handbills themselves either. And, it may be worthwhile to consider the environmental friendliness of handbills in order to promote their acceptance.