

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.

Annual subscription rates for Volume 52 (2012): Print and online: \$340, €324 or £215; Print only: \$315, €314 or £212; Online only: \$285, €278 or £185. A premium annual subscription is also available including online access to all issues published since January 2000: Premium print and online: \$680, €648 or £430; Premium online only: \$625, €602 or £400. Discounted prices are available to individuals and fulltime 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 solicits original papers. Please refer to the Guidelines for Contributors inside this issue or at JAR's website. 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 Warc or The Advertising Research Foundation, its board of directors, or 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 *voice*
(212) 319-5265 *fax*
www.thearf.org



**ADVERTISING
RESEARCH
FOUNDATION**

© Copyright 2012 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.

To advertise in the JAR contact: Diana Pounsford,
Email: diana.pounsford@warc.com

PRINTED IN THE U.S.A.



WARC

www.JournalofAdvertisingResearch.com

ADVERTISING RESEARCH FOUNDATION

ROBERT L. BAROCCI • President/CEO

DON GLOECKLER • Chief Research Officer

FELIX YANG • Chief Operating Officer

WILLIAM A. COOK • EVP, Research & Standards

DAVID MARANS • EVP, Media

TED MCCONNELL • EVP, Digital

TODD POWERS • EVP, Primary Research

HORST STIPP • EVP, Global Business Strategy

ROBERT P. WOODARD • EVP, Advertising Effectiveness

STEPHEN D. RAPPAPORT • Director Knowledge Solutions

CATHERINE GARDNER • Managing Editor

EDITORIAL ADVISORY BOARD

Avery Abernethy

Auburn University

Anthony Adams

Marketing Insights, Inc.

Dean Adams

Merton Adams

J. Scott Armstrong

The Wharton School

Henry Assael

New York University

Allan L. Baldinger

Consultant

Robert Barocci

The ARF

Rajeev Batra

University of Michigan

Richard Beltramini

Wayne State University

Michael Beverland

Bath University

Rex Briggs

Marketing Evolution

Bobby J. Calder

Northwestern University

Colin Campbell

Monash University

Neil Canter

NeoAnalytics

Les Carlson

University of Nebraska

Albert Caruana

University of Malta

Larry Chiagouris

Pace University

George Christodoulides

Birmingham Business
School

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

Paul Farris

Darden Graduate Business
School

John Ford

Old Dominion University

Craig Gugel

Gugelplex TV

Judy Harrigan

Harrigan-Bodick Inc.

Robert Heath

University of Bath

Janet Hoek

University of Otago

Rachel Kennedy

Ehrenberg-Bass Institute

Stephen Kim

Microsoft

Scott Koslow

Waikato Management
School

Deepak Kumar

Google

Tobias Langner

Bergische Universität
Wuppertal

Martin R. Lautman

Marketing Channels

A. Dawn Lesh

McCann Erickson
Worldgroup

Leonard Lodish

University of Pennsylvania

Richard Lutz

University of Florida

Harold Meij

The Coca-Cola Company,
Japan

Caroline Moraes

Birmingham Business
School

William T. Moran

Longman-Moran Analytics,
Inc.

Elissa Moses

EmSense

Peter Neijens

University of Amsterdam

Kate Newstead

Mars Petcare

Shintaro Okazaki

Universidad Autonoma de
Madrid

Michael Parent

Simon Fraser University

Joseph Plummer

Columbia Business School

Gerard Prendergast

Hong Kong Baptist
University

Lew Pringle

Yorktown University

Jenni Romaniuk

Ehrenberg-Bass Institute

Sheila Sasser

Eastern Michigan University

Don Sexton

Columbia Business School

Byron Sharp

Ehrenberg Bass Institute

Jonathan B. Sims

Comcast Cable
Communications

Kate Sirkin

Starcom MediaVest Group

Marla Royne Stafford

University of Memphis

David Stewart

Marshall School of
Business

Horst Stipp

The ARF

Alice Sylvester

Sequent Partners

Isabelle Szmigin

Birmingham Business
School

John Tarsa

Bristol-Myers Squibb

David Torres

Shell

Lex van Meurs

Intomart GfK

Brian Wansink

Cornell University

William D. Wells

University of Minnesota

Yoram Wind

The Wharton School

Russ Winer

New York University

Robert P. Woodard

The ARF

Arch Woodside

Boston College

Gerald Zaltman

Harvard Business School

**JOURNAL
of
ADVERTISING
RESEARCH**