

291 Emotional Branding Pays Off: How Brands Meet Share of Requirements through Bonding, Companionship, and Love

JOHN ROSSITER and STEVE BELLMAN

- “Emotional branding,” which now rivals the traditional “USP” approach for many products and services, is shown overall to be equally effective for increasing the brand’s purchase share of requirements (SOR%).
- However, the specific emotions of trust, bonding, resonance, companionship, and love differ vastly in their SOR “payoff” across product categories—sometimes doubling SOR and at other times not helping at all.
- Moreover, when measured in extreme all-or-none or “pick any” form, the specific emotions, other than trust, proved to be attainable only at very low incidence, even for brands that the consumer currently buys.
- Whether advertising, as opposed to favorable usage experience, can “attach” specific full-strength emotions to brands is an open research question.

297 Social-Media Early Adopters Don’t Count: How to Seed Participation in Interactive Campaigns by Psychological Profiling of Digital Consumers

T. E. DOMINIC YEO

- Digital consumers who are high on Openness to Experience are significantly associated with earlier adoption and are most likely to respond favorably to interactive campaigns.
- However, these early adopters may not play evangelists and draw other consumers to the campaign.
- To seed an interactive campaign, target relational-oriented consumers who may be identified by their extroverted or neurotic personality attributes.
- The key to attracting, retaining, and encouraging greater word-of-mouth recommendations among these relational-oriented consumers is to appeal to their desire for informational learning.

309 Stop the Music! How Advertising Can Help Stop College Students from Downloading Music Illegally

BRIAN SHEEHAN, JAMES TSAO, and JAMES POKRYWCZYNSKI

- This was a four-phase study that identified motivations for illegal music downloading among college students over a 2-year period, confirmed them quantitatively, and tested advertising concepts for their ability to significantly change behavior.
- Three key motivations were identified: economic utility, collection utility, and social utility. Of the three, social utility was a new and powerful insight.
- Of numerous advertising concepts tested to impact these utilities and change illegal downloading behavior, two showed significant promise:

- focusing on the risk of catching a virus that could destroy your computer and
- highlighting that such illegal behavior could impact your ability to get a good job after college because, for example, 86 percent of employers consider illegal downloading a character issue that impacts their decision to hire new employees.
- The campaign focusing on “Getting a good job” proved highly effective at both increasing the use of legal programs for music downloading and decreasing the use of illegal programs, impacting between 15.3 percent and 19.1 percent of the college population. Changing the behavior of this percentage of students would have a significant positive economic impact on the recording industry, an impact far greater than the cost of advertising on college campuses.
- The campaign focusing on “Viruses” proved somewhat effective at decreasing the use of illegal programs for 12.8 percent of the college population. This was a solid result, but not nearly as significant as the “Getting a good job” campaign.

322 Digging for “Spanish Gold”: How to Connect with Hispanic Consumers

CYNTHIA RODRIGUEZ CANO and DAVID J. ORTINAU

- Although non-adaptive advertising campaigns that portray various ethnic models together to connect with multiple ethnic groups simultaneously have been adopted by many companies, the effectiveness of such a strategy has yet to be empirically tested.
- Strong Hispanic ethnic identifiers form similar evaluations (disconnect) of an advertisement featuring two African-American models as one featuring one Hispanic and one African-American model.
- Both strong and weak Hispanic ethnic identifiers form the most favorable evaluations of an advertisement featuring only Hispanic models.
- Strategies that are purposeful in understanding culturally based values and beliefs that drive precise wants and needs are prescribed to successfully connect with ethnic minorities.

333 Nielsen Personalizes the Mobile Shopping App: If You Build the Technology, They Will Come

DAVE CAMERON, CHRIS GREGORY, and DARYL BATTAGLIA

- A grocery retailer’s mobile app users are among their most loyal and desirable customers, purchasing more and shopping more of the store.
- Digital coupon users prefer mobile coupons to online, citing the convenience of mobile as the primary reason.
- Most say they find it hard to find the coupons they are interested in. There is opportunity for personalization to further extend the power of mobile convenience.
- When the order of coupons is personalized, overall coupon redemption increased by 13%, redemptions for new (not previously purchased by a customer) brands increased by 23%, and redemptions for new product groups increased by 37%.

339 Exploding the Legend of Television Advertising and Price Promotions: The Proper Mix of Price, In-Store, and TV for Maximum Short- and Long-Term ROI

BILL HARVEY, TERESE HERBIG, MATTHEW KEYLOCK, RITESH AGGARWAL, and NINA LERNER

- Advertisers would be better served to use television, price, display, and feature together than to alternate between TV and promotion.
- TV by itself captures a very small portion of the total sales lift capability television has when used together with promotion.
- The creative execution aspect of feature and display should not be ignored—under certain conditions feature is actually associated with reduced sales.
- Integrated marketing communications is a nice theory and one that would pay off if actually implemented.

346 When Kiosk Retailing Intimidates Shoppers: How Gender-Focused Advertising Can Mitigate the Perceived Risks of the Unfamiliar

MY BUI, ANJALA S. KRISHEN, and MICHAEL S. LATOUR

- Advertising campaigns specifically tailored for different genders are more effective in reducing risk perceptions for kiosk retailers.
- Increase satisfaction and patronage among female shoppers by developing advertisements that emphasize the benefits and unique customer services provided by kiosk retailers.
- Targeted promotions toward females for kiosk retailers are critical to the reduction of possible regret and risk perceptions.
- Kiosk retailers benefit from employee sales-training seminars that further develop sales techniques geared toward different genders.

364 The Power of a Package: Product Claims Drive Purchase Decisions

NORA LADO COUSTÉ, MERCEDES MARTOS-PARTAL, and ESTER MARTÍNEZ-ROS

- This longitudinal analysis over 1996–2006 in the context of new products introduced in the consumer packaged goods industry reveals several key trends that represent responses to major societal concerns:
 - Positive nutritional attribute claims increased, especially those related to the presence of vitamins or high fiber.
 - Positive evolution of production: Many new products now cite natural or organic claims.
 - The launch of new products that use low or no fat or cholesterol claims is declining.
 - A trend is toward introducing multiple claims on the same package.

- The first study focuses on the impact of advertising claims present on the packaging on firm value. The authors provide empirical evidence of the differential impacts of three types of packaging claims: environmental, nutritional, and production.
- The results suggest the importance of differentiating with a new product advantage. Packaging represents a key element for communicating product benefits.

376 Where Marketing Art Meets Marketing Science: The Best-in-Show Winners of the 2012 ARF's David Ogilvy Awards

- The Advertising Research Foundation David Ogilvy Awards celebrate the critical role of consumer research in creating successful marketing campaigns. The three top winning case studies from the 2012 Awards are shared.
- Grand Ogilvy Award: Vicks DayQuil and Vicks NyQuil—"In the NFL, There Are No Sick Days." Vicks needed something relevant and memorable to help link its two main brands, NyQuil and DayQuil, using similar core equities around efficacy and powerful relief. Ultimately, the company arrived on the NFL, a sport synonymous with power that aligned perfectly with the cold and flu season. Vicks advertised both brands equally across all tactics using the trials of playing in the NFL as a torture test for cold medicine. Vicks demonstrated the need for, and the brands' ability to provide, powerful sleep and mental alertness surrounding one unifying, rigorous test—game day.
- Research Achievement: Verizon FiOS—"Enciéndete FiOS." Five years after its initial launch FiOS still lacked awareness and differentiation among the Hispanic community. Lopez Negrete created a comprehensive research strategy designed to identify the target and subsequently inform a customized Hispanic marketing strategy. The research newly defined a group of bicultural and unacculturated Hispanics, tied by their shared mindset and attitudes toward technology. The Enciéndete FiOS campaign objective was to engage consumers from awareness to action; the creative strategy was to make FiOS tangible by featuring situations in which it empowers and improves consumers' lives. The results speak for themselves. FiOS attained a 121 percent increase versus goal, delivered a 65 percent increase in call volume, and reduced cost per call by 41 percent YOY.
- Research Innovation: Chevrolet Silverado—"There's Life to Be Done." The campaign was born entirely from groundbreaking research and analysis into the Chevrolet Silverado brand, taken on to reverse a many-year decline in brand metrics, sales, and share in the face of no new product improvements and post-bailout reductions in marketing budgets. The campaign, which ran in fall 2011, produced astounding results in short order, reversing declines and posting gains across the board. Research at every step in strategy, development, and execution of the campaign discovered, uncovered, refined, validated, and delivered as a critical partner in this unprecedented campaign for Silverado.