Dance to the Music! How does background music influence perceptions of image and purchase behavior? S. Oakes (University of Liverpool) and A. North (Curtin University) experiment with dance and classical genres in television and radio advertisements for universities.

Leveraging Synergy and Emotion in a Multi-Platform World
Using biometrics and eye tracking, researchers study the behavior of 251 participants immersed in and engaging with 24 brands on television and online channels. A. Steele (Fox Broadcasting), C. Siefert (University of Michigan) and D. Jacobs, R. Rule, B. Levine, and D. Varan (The Disney Media & Advertising Lab/Audience Labs, Murdoch University) experiment with dance and classical genres in television and radio advertisements for universities.

Effects of Multi-Channel Marketing on Consumers’ Online Search Behavior
M. Laroche and I. Kiani (John Molson School of Business, Concordia University), N. Economakis (Google Montreal) and independent researcher M.-O. Richard investigate the impact of advertising across multiple media channels on consumers’ tendency to follow through with their own online product searches.

Unlocking the “Reminder Potential” When Viewers Pause Programs
A controlled lab experiment is used to compare the effectiveness of branded pause advertisements with normal online television advertisements. L. Neale (Queensland University of Technology), S. Bellman and S. Treleaven-Hassard (Audience Labs, Murdoch University), J. A. Robinson (RMIT University) and D. Varan (The Disney Media & Advertising Lab/Audience Labs, Murdoch University).

What Factors Affect Consumer Acceptance of In-Game Advertisements?
G. A. Tran and D. Strutton (University of North Texas) apply media uses and gratification theory to investigate factors related to gamers’ acceptance of advertisements in online games across various platforms.