

# Journal of Advertising Research

March 2020 | Volume 60 | Issue 1

---

## EDITOR'S DESK

### **What Do We Know about Creativity?**

John B. Ford ..... 1

---

## WHAT WE KNOW ABOUT CREATIVITY

## ARTICLES

### **The Effects of Communicating Passion in Advertising:**

#### **How Messages Like “We Love What We Do!” Shape People’s Product and Brand Evaluations**

Micael Dahlen, Helge Thorbjørnsen, Jonas Colliander, Sara Rosengren, Alice Gemvik, and Christian Thorwid ..... 3

### **Why Do Great Creative Ideas Get Rejected?**

#### **The Effect of Creative Ideation Processes on External Judges’ Assessments**

Mark Kilgour, Scott Koslow, and Huw O’Connor ..... 12

### **Can Your Advertisement Go Abstract without Affecting Willingness to Pay?**

#### **Product-Centered versus Lifestyle Content in Luxury Brand Print Advertisements**

Francesco Massara, Daniele Scarpi, and Daniele Porcheddu ..... 28

### **Gotcha! Realism of Comedic Violence and Its Impact on Brand Responses:**

#### **What’s So Funny about that Bloody Ad? The Moderating Role of Disposition to Laughter**

Malgorzata Karpinska-Krakowiak ..... 38

---

### **The Effects of Commercial Length on Advertising Impact:**

#### **What Short Advertisements Can and Cannot Deliver**

Duane Varan, Magda Nenycz-Thiel, Rachel Kennedy, and Steven Bellman ..... 54

### **A Neuroscientific Method for Assessing Effectiveness of Digital vs. Print Ads:**

#### **Using Biometric Techniques to Measure Cross-Media Ad Experience and Recall**

Andrea Ciceri, Vincenzo Russo, Giulia Songa, Giorgio Gabrielli, and Jesper Clement ..... 71

### **The Impact of Advertising on Market Share:**

#### **Controlling for Clutter, Familiarity, and Goodwill Decay**

Nicholas De Canha, Michael Ewing, and Ali Tamaddoni ..... 87

### **Advertising and Promotional Effects on Consumer Service Firm Sales:**

#### **Media Ad Spend and Quality Matter for Driving Restaurant Sales**

Harlan E. Spotts, Marc G. Weinberger, and Michelle F. Weinberger ..... 104

For JAR articles published Digital First, visit [www.journalofadvertisingresearch.com](http://www.journalofadvertisingresearch.com)