

## Management Slant

### ABSTRACT

Provides a bullet-point summary of key learnings and conclusions from the main articles in JAR issue 45,4 (2005).

### 382 CONSUMER RESPONSES TO INTERACTIVE ADVERTISING CAMPAIGNS COUPLING SHORT-MESSAGE-SERVICE DIRECT MARKETING AND TV COMMERCIALS

RANDOLPH J. TRAPPEY III and ARCH G. WOODSIDE

- Virtually all SMS text is read by consumers receiving such messages.
- Taking action in response to an SMS campaign is as high as 20% among some consumer segments.
- In the United Kingdom and United States, SMS is finding high acceptance and use among young consumers.
- Loyalty to a TV program, channel, or broadcast can be increased not only through interaction with SMS and the consumer but also by engaging the consumer in multiple activities.

### 402 THE EFFECTS OF EXPERT AND CONSUMER ENDORSEMENTS ON AUDIENCE RESPONSE

ALEX WANG

- Promoting positive expert or consumer endorsement can enhance audiences' attitudes toward an advertiser's product or service.
- Positive consumer endorsement can enhance audiences' behavioral intents when they are already interested in an advertised product or service.
- Enhancing audiences' perceived credibility toward consumer endorsements can increase audiences' behavioral intents.

### 413 BRAND EQUITY IMPLICATIONS OF JOINT BRANDING PROGRAMS

ED LEBAR, PHIL BUEHLER, KEVIN LANE KELLER, MONIKA SAWICKA, ZEYNEP AKSEHIRLI, and KEITH RICHEY

- Brand alliances can help to build brand equity, but only under certain conditions and in certain ways.
- Joint branding campaigns help to increase a brand's perceived differentiation but also sometimes diminished perceived knowledge and esteem in the process.
- Cause-related joint branding partnerships had the most uniformly positive effects on brand equity.

### 356 MANAGING MEDIA AND ADVERTISING CHANGE WITH INTEGRATED MARKETING

BOBBY J. CALDER and EDWARD C. MALTHOUSE

- Integrated marketing thinks about brands as concepts or ideas formed by *experiences* through *contacts*.
- Treat advertisements as experiential contacts as opposed to persuasive messages.
- The engagement with a medium, which we show how to measure, affects reactions to advertisements and should be considered when making media selection decisions.
- Build (if indicated) a relationship brand by subsegmenting and customizing advertisements to how the different subsegments experience the brand.

### 362 SEQUENCE MATTERS: A MORE EFFECTIVE WAY TO USE ADVERTISING AND PUBLICITY

**MARSHA D. LODA and BARBARA CARRICK COLEMAN**

- Publicity can increase advertising's effectiveness.
- Publicity followed by advertising elicits a stronger, more positive reaction to the message.
- The credibility of publicity may be compromised if publicity follows advertising.
- Publicity can be significantly enhanced when advertising follows publicity.

**373 AN IMC APPROACH TO EVENT MARKETING: THE EFFECTS OF SPONSORSHIP AND EXPERIENCE ON CUSTOMER ATTITUDES**

**JULIE Z. SNEATH, R. ZACHARY FINNEY, and ANGELINE GRACE CLOSE**

- Event sponsorship leads to favorable perceptions of a sponsoring firm and its brands.
- First-time attendees may be better candidates for persuasion than returning attendees.
- Personal interaction with a sponsor's products during an event enhances the brand's personality.
- Event attendees who experience a sponsor's exhibits during an event are more likely to consider buying the sponsor's products than those who do not experience the exhibits.

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