

Management Slant

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2 What Do Consumers Do Emotionally with Advertising? WENDY GORDON

- Most of what drives attitudes and behavior is not accessible to conscious introspection.
- “Reasons why” help us to make sense of our actions—they are often postrationalizations rather than causes of behavior.
- People dance with bands fleetingly—with 10,000 or so in our brains, they are unimportant except when we interact with them in real life.
- Creating warmth toward a brand lies at the heart of engagement.
- There is no such thing as rational versus emotional. The two are inextricable. Successful brand communications use both.
- Memory is dynamic—what we remember depends on the context. This has implications for the development and measurement of brand communications.

11 Subaru: The Emotional Myth Behind the Brand’s Growth SAL RANDAZZO

- Storytelling works to give brands an appealing identity and personality.
- Storytelling helps to create an emotional connection with the brand.
- Like Hollywood and Disney, Madison Avenue is in the mythmaking business.

18 How to Capture the Heart? Reviewing 20 Years of Emotion Measurement in Advertising

KAROLIEN POELS and SIEGFRIED DEWITTE

- Although self-report measures suffer from an important limitation referred to as “cognitive bias,” they are user-friendly and quick measures of emotional response.
- Autonomic measures share the advantage that they can measure emotional reaction in real time without cognitive bias; however, the concrete implementation and interpretation of those measures are usually less convenient.
- It is important that advertising research stay in touch with rapidly developing fields like neuroscience and take the challenge of applying these insights into their research.
- We call for studies that investigate how the measurement types relate to external measures such as purchase intention or brand choice behavior.

38 Measuring Emotion—Lovemarks, The Future Beyond Brands JOHN PAWLE and PETER COOPER

- Emotions heavily interact with and influence so-called “rational” brand decisions; therefore, brands these days need not just to perform well and be respected but also have to build strong loving relationships with consumers.
- Measuring emotions is therefore key to brand strategy and communication. We show how to measure emotions by combining qualitative insights with quantitative statistical confidence into an integrated “qualiquant” method.
- Emotions account for some 63–85 percent of brand decision making depending on the product category.
- This article also proposes a new working model of the ways in which emotional and rational processes work and interact together in creating strong brand relationships.

49 Reconsidering Recall and Emotion in Advertising ABHILISHA MEHTA and SCOTT C. PURVIS

- Multiple measures are needed to fully understand the various facets of advertising effectiveness, and recall is one of these important measures that does well for both types of advertising, be it emotional or rational.
- Brain theorists today do not agree with the two hemisphere/left-right brain division. In fact, there is only one memory of the advertising that includes all elements—the visuals, music, words, experiences—and it is distributed throughout the brain, raising questions about the commonly accepted emotional/cognitive advertising and recall relationship.
- Results show emotional advertising is not penalized by recall, and emotional content in well-executed commercials can actually boost recall. As a result, recall does not miss the emotion in advertising that builds brands.

57 Memory Change: An Intimate Measure of Persuasion KATHRYN A. BRAUN-LATOURE and GERALD ZALTMAN

- Because consumers may be unwilling to admit advertising’s influence, there is a need to develop indirect measures of advertising response.
- The memory integration paradigm assesses how deeply advertising information has become integrated into consumers’ own belief systems.
- This paradigm can be used by advertisers to determine whether or not their advertising message has made an emotional and enduring impact on consumers.

73 Effects of Advertising Likeability: A 10-Year Perspective EDITH SMIT, LEX VAN MEURS, and PETER NEIJENS

- Advertising has been perceived less positively over the years.
- Advertising likeability, especially the entertaining and humorous aspects, influences processing effects.
- Advertising relevance is more important for changing someone's opinions.
- Product type influences the relationship between advertising likeability and advertising recall.

84 Persuasive Talk: Is It What You Say or How You Say It? HENRY C. BOYD III

- A viewer's assessment of delivery seems to trigger emotional response. Therefore, when advertisers craft humorous or upbeat commercials, they should pay particular attention to how the actors in the advertisement deliver their lines.
- A viewer's assessment of dialogue affects traditional measures of persuasion, namely attitudinal and behavioral response.
- A viewer's assessment of delivery can undermine the effect of dialogue on attitudinal and behavioral response. Preliminary findings suggest that use of accents by the actors may interfere with a viewer's cognitive processing.

93 Using Viewer Attitudes to Evaluate TV Program Effectiveness HENRY ASSAEL and DAVID F. POLTRACK

- Positive attitudes toward a program must carry over into greater likelihood of watching that program if there is to be any link between program environment and commercial effects.
- Attitudinal data are as closely related to subsequent Nielsen ratings as are prior ratings.
- Without positive attitudes, familiarity is not a positive influence on subsequent exposure.
- Qualitative measures (specifically, current program attitudes) should be used in the upfront negotiations between advertisers and the networks in evaluating program effectiveness.

102 The Demographic and Psychographic Antecedents of Attitude toward Advertising

MOHAN J. DUTTA-BERGMAN

- The informational utility of advertising in consumer decision making is greater among older, less educated, and lower income segments of the population.
- The consumer who uses information from advertising in purchasing decisions is more likely to be health conscious, brand conscious, and innovative in his/her purchasing decisions.
- Support for advertising regulation was stronger among older consumers, women, and consumers with lower levels of education and income.
- Support for advertising regulation is greatest among those segments of the population that are conservative and environmentally conscious

113 Celebrity Endorsements in Japan and the United States: Is Negative Information All That Harmful? R. BRUCE MONEY, TERENCE A. SHIMP, and TOMOAKI SAKANO

- Negative information about a celebrity endorser actually led to more, not less, favorable product evaluations.
- The anticipated moderating effect of national culture (American versus Japanese) did not emerge. That is, there were no differences in the results based on nationality of the participants.
- “Self-oriented” negative information produced higher purchase intentions compared with “other-oriented” negative information.
- These results indicate a possible “sympathy effect” and/or suspension of the fundamental attribution error.

124 The Role of Account Planning in U.S. Agencies MARGARET MORRISON and ERIC HALEY

- Account planners are most involved in creative strategy development research and creative strategy articulation. Planners are involved to a lesser degree in evaluation of creative tactics and least involved in activities such as public relations and sales promotions strategy development.
- Planners reported being satisfied with their current level of involvement in key areas of campaign development.
- Areas where planners desired more involvement were media strategy, public relations strategy, general business strategy, presenting advertisements to existing clients, and sales promotions strategy development.
- The integration of planning seems to be lacking in three key strategic areas beyond message/brand strategy important to integrated communications campaigns: developing media, public relations, and sales promotions strategy. This was true even though the respondents came from full-service agencies, which typically plan IMC campaigns or interact with other assigned agencies that handle these tasks.