

EDITORIAL

145 Co-Creating Our Future

by **Bob Woodard**

**146 Interactive IMC:
The Relational-
Transactional
Continuum and the
Synergistic Use of
Customer Data**

by **James Peltier, John A. Schibrowsky, and Don E. Schultz**

This article proposed and tested the synergistic value of the relational-transactional data continuum for developing interactive integrated marketing communications. While all types of data are important for developing individualized marketing and communication strategies, relationship-oriented data more greatly impacted customer loyalty.

**160 When Synergy in
Marketing
Communication Online
Enhances Audience
Response: The Effects
of Varying Advertising
and Product Publicity
Messages**

by **Alex Wang**

This study examines the effects of web advertising and product publicity and similar versus varied web product publicity and advertising messages on audiences' responses. The results suggest that perceptions of trust toward the marketing communication forms are the most influential factors when integrating product publicity and advertising.

**171 Examining Effects of
Advertising Campaign
Publicity in a Field
Study**

by **Hyun Seung Jin, Xinshu Zhao, and Soontae An**

This article investigates the effects of publicity messages related to commercials aired during three Super Bowl games on advertised brand memory. Publicity had a positive impact on both advertised brand recall and recognition, but publicity effects were more evident in recall.

183 How Event Sponsors Are Really Identified: A (Baseball) Field Analysis

by **Gita Venkataramani Johar, Michel Tuam Pham, and Kirk L. Wakefield**

Think your sponsorship works? Think again. Sponsor identification responses, correct or incorrect, often reflect little more than lucky or unlucky plausibility-based educated guesses about which companies are sponsors of an event. These pervasive educated guesses have important implications for what to sponsor and how to measure sponsorship effectiveness.

199 E-zines Silence the Brand Detractors

by **Barbara Briers, Siegfried Dewitte, and Jan Van den Bergh**

In this article the authors investigate whether a company's recommendation factor can be increased by opt-in e-zines.

209 Recall Effect of Short Message Service as a Complementary Marketing Communications Instrument

by **Joost Wouters and Martin Wetzels**

In this article a quasi-experimental study was carried out to investigate the effect of short message service (SMS) as a complementary marketing communications instrument. The findings of the study show that SMS can boost the recall effect of an advertising campaign.

217 Effectiveness of Telescopic Advertisements Delivered via Personal Video Recorders

by **Nicholas Reading, Steven Bellman, Duane Varan, and Hume Winzar**

Personal video recorders (PVRs) may increase advertising avoidance but they also enable new advertising models, such as "telescopic advertising." These interactive advertisements, which ask viewers to "click" for more video content, can outperform traditional 30-second advertisements and also long-form infomercials.



228 Predicting Webcasting Adoption via Personal Innovativeness and Perceived Utilities

by Carolyn A. Lin

Broadcasting over the internet presents a new frontier for media and advertising industries to conquer. At the local level, the greatest asset of a television station is its “localism”—a branding device that cannot be easily duplicated by any other national media outlets.

239 Notes to Contributors

240 Management Slant

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- Engagement
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- Sampling