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80 Racial Stereotypes in Children's Television Commercials

JILL K. MAHER, KENNETH C. HERBST, NANCY M. CHILDS, and SETH FINN

- Television is an important influence that provides children with information about the world in which they live. In this article the authors address concerns regarding character stereotypes and disproportionate ethnic representation in 155 children's commercials.

- Analysis of ethnic role frequency and perceived role importance in children's television advertising showed that children are being disproportionately exposed to ethnic characters in TV advertising relative to the general population and to stereotypical character portrayals among ethnicities.

- The results suggest that the current state of children's television advertising reflects popular ethnic stereotypes, which may negatively impact children's self-identification.

- The research gives compelling reasons for advertising to consider creative development that digitizes cartoon characters and personifies animals and inanimate objects with the product. Using ethnically and gender neutral presentations bypasses the concerns raised in this research.

94 How Marketing Contributes to the Bottom Line   DAVID STEWART

- There is increasing scrutiny of marketing activities and a growing demand for greater accountability of the marketing function. This article asserts that such accountability cannot be achieved until generally accepted standards for the measurement of marketing outcomes are adopted.

- The ultimate measure of marketing effectiveness is cash flow. To be useful, marketing metrics must be causally linked to cash flow.

- It is not sufficient to simply demonstrate that marketing activities had an effect in the marketplace. Management requires the ability to forecast future outcomes associated with marketing activities and to make informed judgments about the returns associated with investing in noncomparable markets and marketing activities. Only cash flow provides a means for making such informed judgments.

- Financial metrics are not inherently short term. Discounted cash flows and real options provide a means to capture and model long-term outcomes associated with marketing activities.

- There is a need for standard measures and standard processes that are clearly validated against financial metrics.

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106   Impact of Positioning Strategies on Corporate Performance

CHARLES BLANKSON, STAVROS P. KALAFATIS, JULIAN MING-SUNG CHENG, and COSTAS HADJICHARALAMBOUS

- The key hypothesis of this study—that the employment of positioning strategy has a positive effect on corporate performance—is strongly supported.

- The research demonstrates the importance of positioning strategies' capability in contributing to a firm's performance. More specifically, while a "top of the range" subpositioning strategy has a positive effect on sales, profits, ROI, and company image, "service" has a positive effect on company image and consumer perceptions.

- Joining quantitative and qualitative data to assess positioning strategy on a firm's performance has been overlooked in the literature. However, this study demonstrates that quantitative analysis is better able to relate strategy to impact when qualitative study is also provided.

123   Antecedents of Consumers Attitudes toward Cause-Related Marketing

SEOUNMI YOUN and HYUKSOO KIM

- Cause-related marketing is now the fastest growing sector of sponsorship.

- Using prosocial behavior as a theoretical framework, this study examines the importance of psychographics in profiling cause-related marketing advocates.

- For minority-related causes, public self-consciousness and a sense of personal and social responsibility appear to be important psychographic factors.

- For charitable causes, along with the factors previously mentioned, other factors including interpersonal trust, religious belief, social networks, external locus of control, and advertising skepticism are positively related to consumer attitudes toward cause-related marketing.

- Prior prosocial activities such as charitable contributions and civic engagement also have positive relationships with consumer support for corporate cause-marketing efforts.

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138 Does Flow Influence the Brand Image in Event Marketing?

JAN DRENGNER, HANSJOERG GAUS, and STEFFEN JAHN

- Event marketing is considered a relatively novel marketing tool, which disseminates a company's marketing messages by involving the target groups in experiential activities.

- Event sponsorship is not suitable for transmitting extensive information whereas in event marketing, due to the self-staging of the event, the active participation of the target group members, and their intense social interaction with the company, the company can communicate even detailed product information.

- Flow describes a highly enjoyable state that people can experience during different activities. The article examines whether the active participation of the target group during a marketing event exerts a brand image effect.

- Most important is the result of a dominant path of effects leading from the flow experience to the perception of positive emotions that in turn has a high impact on the positive evaluation of the event image. Finally, the positive evaluation of the event image influences the brand image of the company organizing the event.

- The findings suggest that the advantages of event marketing such as directly involving the target group, greater attention, and the possibility of creating a flow experience can be used to successfully influence the brand image.

148 Creating New Brand Names: Effects of Relevance, Connotation, and Pronunciation

YEQING BAO, ALAN T. SHAO, and DREW RIVERS

- Marketers must be particularly concerned with selecting a brand name, this being the most difficult brand element for them to subsequently change due to its close tie to the product or service in the minds of consumers.

- Results of field research and a laboratory study show that relevance of the brand name to the product category, positive connotation of the brand name, and easy pronunciation all contributed to brand preference.

- Difficult pronunciation of a brand name reduces the effect of connotation on brand preference. When companies choose to deviate from creating brand names with high relevance, positive connotation, and easy pronunciation, it is likely that they will be forced to heavily promote their brands to overcome their brand names' anonymity and other shortcomings.