

12 The Tactical Use of Mobile Marketing: How Adolescents' Social Networking Can Best Shape Brand Extensions **SHINTARO OKAZAKI**

- Mobile devices play a predominant role in the life of teenagers. This research explores which factors affect young consumers' participation in mobile-based promotions.
- Using a "real" cosmetic brand campaign, the data were collected from Japan, where mobile internet connections have surpassed PC internet connections since December 2005.
- This study highlights the fact that the brand commitment perceived by consumers reinforced their motives to participate in the mobile-based referral campaign. This means that mobile promotion can be especially useful in the context of brand extension.
- In light of the importance of interpersonal connectivity, marketers may find it useful to identify "opinion leaders" in a strategically segmented group to take advantage of a group-to-person shortcut to disseminate the information.
- For promoting a consumer product, marketing managers may work on a strategy premise that might first be applied to teenagers, generating a "hot" topic that then might find appeal in other age segments.

27 The New Unwired World: An IAB Status Report on Mobile Advertising

JOE LASZLO and IAB MOBILE ADVERTISING COMMITTEE

- Mobile interactivity creates new advertising opportunities by enabling instant gratification of consumer communication, information, and entertainment needs, whenever and wherever someone happens to be.
- While mobile display advertising is in many ways similar to traditional web-based advertising, understanding the differences between them will be critical to driving successful mobile advertising campaigns.
- Smarter devices drive mobile data adoption: smartphone users consume far more data services than the average cellphone user, and iPhone users consume even more than the average smartphone user.
- Mobile gives advertisers new ways to reach consumers, both on mobile devices (e.g., clicking to call an advertiser or receiving a digital coupon) and in the wider world (e.g., using text messaging to make billboards interactive).

44 Next-Generation Mobile Marketing: How Young Consumers React to Bluetooth-Enabled Advertising SHEENA LEEK and GEORGE CHRISTODOULIDES

- Bluetooth technology is useful for organizations to target consumers with personalized, real time, and location specific offers and messages.
- Organizations should provide clear and simple instructions through their advertising media on how consumers may interact with brands using Bluetooth technology.
- Advertisers and professional organizations should reassure consumers about the security of sending and receiving messages through Bluetooth technology.
- Advertisers should consider the fact that consumers want to feel in control of whom they receive messages from and how frequently.
- Professional organizations should visually endorse (e.g., through a logo) advertisers who abide by a code of conduct.

54 The March of Mobile Marketing: New Chances for Consumer Companies, New Opportunities for Mobile Operators ROMAN FRIEDRICH, FLORIAN GRÖNE, KLAUS HÖBLING, and MICHAEL PETERSON

- This article explores the business opportunity and implementation implications of mobile marketing via a branded mobile offering.
- The authors argue that a mobile marketing platform outperforms traditional platforms in terms of consumer access, insight, dialogue, emotional attachment, and commercial transactions.
- Given an increasingly diversified mobile service provider landscape, mobile service operations can be outsourced to third parties relatively easily, lowering entry barriers and investment requirements for consumer companies willing to enter the mobile service space.
- Marketing executives looking to add a targeted yet cost-efficient instrument to their consumer marketing mix should consider a branded mobile offering.

62 Emotional Engagement: How Television Builds Big Brands At Low Attention ROBERT HEATH

- Engagement is defined as “the amount of subconscious ‘feeling’ going on when an advertisement is being processed.”
- An “emotional engagement” model shows that strong brands can be built without the need for high levels of attention to advertising.
- Empirical evidence shows that although TV advertising is excellent at building strong brands, it gets less than half the attention of print advertising.
- This suggests TV advertising is a high-engagement low-attention medium.

74 Too Much Information: Does the Internet Dig Too Deep? DINAZ KACHHI and MICHAEL W. LINK

- In the age of new digital audience measurement tools, the public's acceptance of and willingness to use these devices is not always certain.
- There are a number of demographic, behavioral, and experiential factors that influence an individual's willingness to share their personal and private information.
- Privacy concerns vary significantly by age group. Males also tend to be more concerned about privacy than females.
- Overall, despite expressing concern about losing control over their personal information and trust in promised confidentiality, most respondents were comfortable making purchases online over secured websites, arguably one of the most privacy sensitive of online activities.
- Widespread reports of security breaches and identity thefts are potential influences that could negatively affect respondents' attitudes toward privacy. Nevertheless, researchers who provide assurances about the security measures used in a study and are transparent in how data will be used are more likely to find individuals willing to participate in internet-based studies than are those who do not.

82 Split-Second Recognition: What Makes Outdoor Advertising Work?

LEX VAN MEURS and MANDY ARISTOFF

- Clear branding and the inclusion of new product information enhance product recognition in outdoor advertising.
- Large amounts of text and pictures of people delay product recognition.
- Lengthy, large headlines, information cues, humor, and images of women delay brand recognition.
- Short headlines, a somewhat longer body text, and a product shot enhance the creative appeal of posters.
- Specifying a brand name in the headline or providing price information reduces appeal.

93 “Some Assembly Required”: Comparing Disclaimers in Children’s TV Advertising in Turkey and the United States **AYSAN BAKIR**

- This study examined the usage- and execution-related aspects of disclaimers in children’s commercials in the United States and Turkey.
- Children have become a significant international market, and marketers have invested heavily to reach this segment. Therefore, the form and content of youth-oriented advertising messages is particularly important.
- The use of disclaimers is important when marketers deal with vulnerable audience segments such as children.
- This study provides insights by comparing and contrasting the use and format of disclaimers in two countries with different levels of market maturity.
- While the findings did indicate significant differences regarding the use of disclaimers between the two countries, these differences were related more to the executional aspects of the spots than they were to the practice of the regulations.