Journal of Advertising Research (JAR) (ISSN 0021-8499) is published quarterly by Warc % The Sheridan Press, 450 Fame Ave., Hanover, PA 17331 for The ARF. Periodicals postage paid at Hanover, PA and additional mailing offices. POSTMASTER: Send address changes to Warc, 2233 Wisconsin Avenue NW, Suite 535, Washington, DC 20007.

Annual subscription rates for Volume 52 (2012): Print and online: \$340, €324 or £215; Print only: \$315, €314 or £212; Online only: \$285, €278 or £185. A premium annual subscription is also available including online access to all issues published since January 2000: Premium print and online: \$680, €648 or £430; Premium online only: \$625, €602 or £400. Discounted prices are available to individuals and fulltime faculty members and students – please contact the publisher for rates. Member companies of the ARF receive a subscription to the Journal of Advertising Research as part of the membership fees.

JAR solicits original papers. Please refer to the Guidelines for Contributors inside this issue or at JAR's website. Manuscripts should be submitted online at www.editorialmanager.com/jar

*JAR* is an open forum. Publication in it implies no endorsement of the writer's purpose, methods, or views by Warc or The Advertising Research Foundation, its board of directors, or any of its councils or committees.

# Editor-in-Chief: Geoffrey Precourt

## Executive Editor: Douglas West



The ARF 432 Park Avenue South 6th Floor New York, NY 10016 (212) 751-5656 voice (212) 319-5265 fax www.thearf.ore

© Copyright 2012 The ARF. All rights reserved.

No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from the World Advertising Research Center. Photocopying information for users in the U.S.A.: Copying for internal or personal use beyond that permitted by Sec. 107 or 108 of the U.S. Copyright Law is authorized for users duly registered with the Copyright Clearance Center (CCC) Transaction Reporting Service, provided that the appropriate remittance is paid directly to CCC, 222 Rosewood Drive, Danvers, MA 01923. Specific written permission must be obtained for all other copying.

SUBSCRIPTIONS & CUSTOMER SERVICE

Americas: Warc, 2233 Wisconsin Avenue, NW; Suite 535, Washington DC 20007, USA, Tel: (202) 778 0680, americas@warc.com.

Rest of World: Subscriptions Dept, Marston Book Services Ltd, Unit 160, Milton Park, Abingdon, Oxfordshire, OX14 4SD, UK. Tel. 44(0)1235 465574. Fax: 44(0)1235 465556. Email: subscriptions@marston.co.uk.

General Enquiries: jar@warc.com.

To advertise in the JAR contact: Will Nicholson, Tel. 44(0)7770 671 734 Email: will.nicholson@warc.com. PRINTED IN THE U.S.A.

warc

www.JournalofAdvertisingResearch.com

### **ADVERTISING RESEARCH FOUNDATION**

ROBERT L. BAROCCI • President/CEO DON GLOECKLER • Chief Research Officer FELIX YANG • Chief Operating Officer WILLIAM A. COOK • EVP, Research & Standards DAVID MARANS • EVP, Media TED MCCONNELL • EVP, Digital TODD POWERS • EVP, Primary Research HORST STIPP • EVP, Global Business Strategy ROBERT P. WOODARD • EVP, Advertising Effectiveness STEPHEN D. RAPPAPORT • Director Knowledge Solutions CATHERINE GARDNER • Managing Editor

### EDITORIAL ADVISORY BOARD

#### **Avery Abernethy**

Auburn University Anthony Adams Marketing Insights, Inc.

Dean Adams Merton Adams

J. Scott Armstrong The Wharton School

Henry Assael New York University

Allan L. Baldinger Consultant

Robert Barocci The ARF

Rajeev Batra University of Michigan

Richard Beltramini Wayne State University

Michael Beverland Bath University

**Rex Briggs** Marketing Evolution

Bobby J. Calder Northwestern University Colin Campbell

Monash University

Neil Canter NeoAnalytics

Les Carlson University of Nebraska

Albert Caruana University of Malta

Larry Chiagouris Pace University

George Christodoulides Birmingham Business School

William A. Cook The ARF

C. Samuel Craig New York University

**Isabella Cunningham** University of Texas at Austin

John Deighton Harvard Business School

Barbara Delia Consultant

John Eighmey University of Minnesota

Anita Elberse Harvard Business School

Jaafar El-Murad Westminster Business School Erwin Ephron Ephron, Papazian & Ephron, Inc. Thomas Evans

Umbel Paul Farris

Darden Graduate Business School

John Ford Old Dominion University

Craig Gugel Gugelplex TV

Judy Harrigan Harrigan-Bodick Inc.

Robert Heath University of Bath

Janet Hoek

University of Otago Rachel Kennedy

Ehrenberg-Bass Institute Stephen Kim

Microsoft Scott Koslow

Waikato Management School

Arthur Kover Fordham University

**Deepak Kumar** Google

Tobias Langner Bergische Universität Wuppertal

Martin R. Lautman Marketing Channels

A. Dawn Lesh McCann Erickson Worldgroup

Leonard Lodish University of Pennsylvania

Richard Lutz University of Florida

Harold Meij The Coca-Cola Company, Japan

Caroline Moraes Birmingham Business School

William T. Moran Longman-Moran Analytics, Inc.

Elissa Moses EmSense

Peter Neijens University of Amsterdam

Kate Newstead Mars Petcare Shintaro Okazaki Universidad Autonoma de Madrid

Michael Parent Simon Fraser University Joseph Plummer

Columbia Business School Gerard Prendergast

Hong Kong Baptist University

Lew Pringle Yorktown University

Jenni Romaniuk Ehrenberg-Bass Institute

Sheila Sasser Eastern Michigan University

**Don Sexton** Columbia Business School

Byron Sharp Ehrenberg-Bass Institute

Jonathan B. Sims TRA

Kate Sirkin

Starcom MediaVest Group Marla Royne Stafford

University of Memphis

David Stewart Marshall School of

Business Horst Stipp The ARF

Alice Sylvester Sequent Partners

Isabelle Szmigin Birmingham Business School

John Tarsa Bristol-Myers Squibb

David Torres Shell

Lex van Meurs Intomart GfK

Brian Wansink Cornell University

William D. Wells University of Minnesota

Yoram Wind The Wharton School

Russ Winer New York University

Robert P. Woodard The ARF

Arch Woodside Boston College

Gerald Zaltman Harvard Business School