

15 For Better, for Worse? What to Do when Celebrity Endorsements Go Bad

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- Attitude toward the brand's products is more positive and purchase intentions are higher when the athlete admits rather than denies a positive doping test result.
- The decision to revoke or maintain a relationship with a sports celebrity depends on the logical connection between the endorser and the brand.
- If an athlete endorses a brand logically connected to his or her athletic endeavors, maintaining the association is the best decision with respect to brand attitude and purchase intentions.
- When there is no such connection, maintaining or revoking the relationship appear to be equivalent options for the brand.

31 Are You In Good Hands? Slogan Recall: What Really Matters

CHIRANJEEV KOHLI, SUNIL THOMAS, and RAJNEESH SURI

- Slogans are extensively used as signatures for brands and their identities.
- However, most slogans perform poorly on recall, a key indicator of their efficacy.
- We identified the slogans that were recalled most often and, using the top 150 slogans, examined the effect of key factors on the recall of slogans. This was done in the marketplace, as opposed to lab settings.
- Slogans that are short, retained for long periods of time, and supported by extensive marketing budgets were most highly recalled.

43 The Word of Mouth Dynamic: How Positive (and Negative) WOM Drives Purchase Probability: An Analysis of Interpersonal and Non-Interpersonal Factors

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- WOM has long been recognized as a powerful force affecting the consumer's attitude and choice.
- Positive WOM has a stronger impact on brand purchase probability than negative WOM.
- The sender's strength of expression has the greatest influence for both positive and negative WOM, followed by how actively WOM is sought.
- The effect of WOM (positive or negative) is conditioned by the receiver's previous loyalty.
- When the sender is perceived as knowledgeable, the receiver is motivated to actively seek information (positive or negative WOM) from him or her.
- Firms should pay particular attention to the consumers who are most motivated to seek advice actively in order to maximise their exposure to positive communications from senders perceived as knowledgeable and with whom they have strong ties.

61 Judging a Magazine by Its Advertising: Exploring the Effects of Advertising Content on Perceptions of a Media Vehicle

SARA ROSENGREN and MICAEL DAHLÉN

- Although most media are filled with advertising, research on the influence of advertising content on media is limited.
- The current study shows how the advertising content can be either beneficial or detrimental for magazine perceptions.
- The results point to some kind of “advertising equity,” that is, a value created by the advertising content itself—regardless of its effects on a specific brand.
- Media owners should actively manage the advertising content (especially in terms of the brands and executions included) as this will influence consumers’ perceptions and evaluations of a media vehicle.

71 Do Online Video Platforms Cannibalize Television? How Viewers are Moving from Old Screens to New Ones

JIYOUNG CHA

- This study investigated whether and how online video platforms displace television with respect to time investment and viewership.
- This study revealed that the existence of the time displacement effect depends on: 1) what type of online video venues consumers use; 2) how much video content overlaps between online video platforms and television in general; and 3) what type of video content consumers watch online.
- The time spent using the Internet to watch user-generated videos and on video sharing sites reduced the time spent watching television as a consequence.

83 The Good News About Television: Attitudes Aren’t Getting Worse. Tracking Public Attitudes toward TV Advertising

MICHAEL T. EWING

- Results suggest that attitudes toward TVA are stable but not especially favorable—despite revolutionary changes in media consumption and critical attention that the industry has received in the popular press.
- Attitudes toward TVA are unlikely to change dramatically in the short term. Consistent and sustained efforts therefore will be required to improve perceptions of TVA within the general community.
- That said, the prospects for TVA remain relatively buoyant into the longer term because TV audiences in Australia have remained relatively stable despite the emergence of various new media.

91 **Second-by-Second Analysis of Advertising Exposure in TV Pods: The Dynamics of Position, Length, and Timing**

SRINIVASAN SWAMINATHAN and ROBERT KENT

- A commercial in the first position may receive more viewers in short, internal ad pods.
- When internal ad pods are longer, ads in the first and last positions may receive more viewers.
- The set of advantageous pod positions may vary in pods appearing near the start and end of shows.
- The final ads of early pods in shows that are more popular than their “lead in” programs may receive extra viewers.
- The first ads of late pods in shows that are more popular than their “lead out” programs may receive extra viewers.

101 **Understanding the Invisibility of the Asian-American Television Audience: Why Marketers Often Overlook an Audience of “Model” Consumers**

AMY JO COFFEY

- Asian-American audiences tend to have higher household incomes and education levels, be younger, and make high-end consumer purchases at a greater rate than the general U.S. population.
- Despite these desirable traits, when compared with the targeting of Hispanics and the general U.S. audience, advertisers tend to target Asian-American audiences at a much lower rate in all language categories. Advertising budget allocations are also lower.
- Many advertisers report that they do not view the non-English speaking Asian-American audience as being valuable enough to justify the expense of advertising to them in their native language(s). Advertisers are more comfortable targeting Hispanics and investing in Spanish-language advertising.
- Overall, Asian-language advertisers are more similar than different, in terms of the traits they consider important when communicating with their target market.
- Television and advertising agency executives state that the primary challenges hindering advertisers’ perceptions and investment in the U.S. Asian audience include its size, heterogeneity, and fragmentation, when compared with the U.S. Hispanic market.
- Advertiser education and re-education are cited by television and agency executives as critical to helping advertisers better understand the Asian-American audience’s valuable consumer traits and the opportunities for investment.