Contents

Introduction 9

PART I MESSAGE 11

Rhetorical Figures in UK and Dutch TV Commercials – R. van Enschot, C. Beckers & M. van Mulken 23
The Impact of Celebrity Attractiveness and Competence Fit – M. Eisend & T. Langner 33
Do Multiple Product Endorsements Lead to A Dilution Effect? – H. Gierl & T. Grossmann 41
Remembering The Brand and The Message – N. Dens & P. De Pelsmacker 53
Measuring Ad Effectiveness – D. Grammens & P. Vyncke 63
The Impact of Value Laden Advertisements on Consumer Values – C. Defever & M. Pandelaere 69
To Bind, To Sell, To Tell Your Story Well – E. Smit, C. Meppelink & P. Neijens 79
Fragmentation in Advertising – C. Defever & M. Pandelaere 87
Female Consumers’ Satisfaction with Cosmetic Brands – V. Apaolaza-Ibáñez, P. Hartmann, S. Diehl & R. Terlutter 97
Applying Evolutionary Psychology to Advertising – P. Vyncke, V. Apaolaza-Ibáñez & P. Hartmann 109
The Role of Fear, Threat and Efficacy in Threat Appeals – V. Cauberghe, P. De Pelsmacker & W. Janssens 123
Generating New Advertising Content for Psas – A. Mitev & D. Horváth 133
The Influence of Landscape Preferences in Green Energy Advertising – P. Hartmann & V. Apaolaza-Ibáñez 143
Marketing The Trivial – G. Atwal, D. Bryson & N. Dawson 155
PART II MEDIUM

Can Every Brand Win with in-Game Advertising? – G. Mau & G. Silberer 165
Reducing Risks in the Online Sphere – G. van Noort, P. Kerkhof & M. Fennis 175
Online Banner Ads – S. C. Beckmann, T. Hansen, L. Matthiesen & J. Thorbeck 183
Truth Told Online – H. Cheng & P. Shaw 191
Brand Website Studies – H. A. M. Voorveld, P. C. Neijens & E. G. Smit 201
The Impact of Different Media Messages on The Development of Strong Consumer-Brand Relationships – M. Tolboom, E. Smit, F. Bronner 213
The Impact of Gender on Media Choice – S. Okazaki & M. Hirose 225
Teens as Transmitters of The New Media – A. Martensen & L. Gronholdt 235

PART III CONTEXT

Leveraging Media-Advertisement Experiential Congruence – B. J. Calder & E. C. Malthouse 259
Context Effects on Reactions to Television Brand Placement – E. van Reijmersdal, E. Smit & P. Neijens 271
The Brand-Program Fit of Brand Placements – C. Sherman 281
The T(Unnel) V(Ision) of Love – E. Das, I. Abdala, F. Boersma, M. van Dijk, S. Thomson & C. Wijker 299
Addressing Major Sponsorship Risks – B. Wilson, K. Westberg & C. Stavros 305
Undesired Consequences of Sports Sponsorships – D. Mutinga & M. Moorman 315
The Impact of Self Construal on Advertising Attitudes Among Ethnic youth – J. Koeman 325
The Effect of Advertising on Children’s Materialism – K. Janssens & M. Pandelaere 335
Understanding the Willingness To Pay – Willingness To Accept Gap – I. Lens & M. Pandelaere 343
Using Eye-Tracking to Measure The Impact of Individual Differences in Materialism on Advertising Effectiveness – S. B. Hutton, S. Polley & H. Dittmar 353
When You are What You Own – E. Das

A Spatial representation of Brand Relationship Quality Constructs – B. Wilson, W. Callaghan & K. Westberg

National Wealth or National Culture? – C. Praet