

Thursday, June 23

Start	End	Activities
18:00	20:00	GET TOGETHER: Welcome Reception

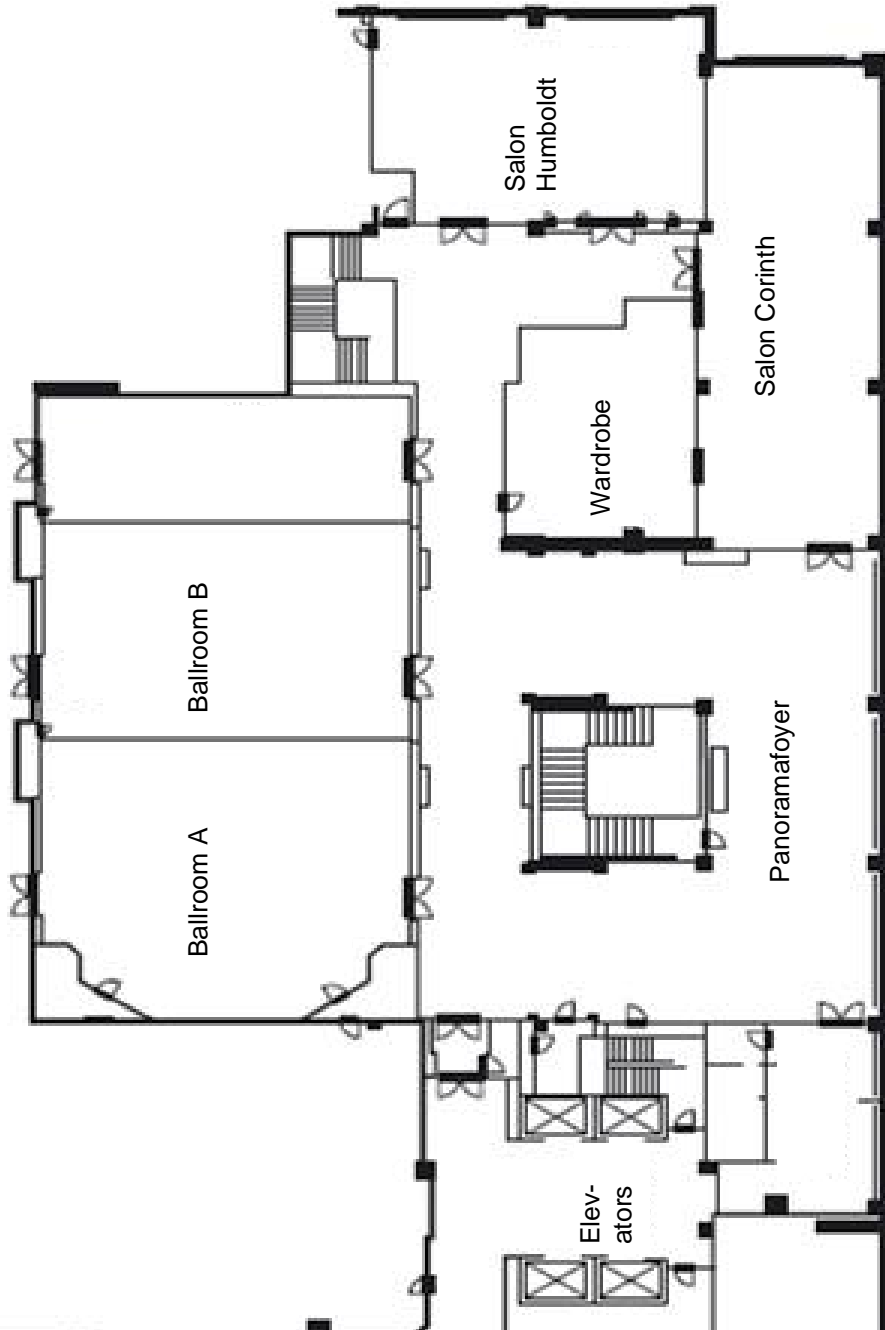
Friday, June 24

Start	End	Activities				
08:30	09:00	Registration				
09:00	10:00	Opening remarks (Martin Eisend, Tobias Langner, Ralf Terlutter) 10 Years ICORIA (Peter Neijens) Key Note Presentation: Judy Zaichkowsky, Copenhagen Business School, "Advertising: The people who create it; the academics who study it; and the current reality of Google analytics" <i>Ballroom A</i>				
10:00	10:30	Coffee Break				
10:30	12:00	<table border="1"> <tr> <td>Corporate Social Responsibility <i>Ballroom A</i></td> <td>Brand Communication I <i>Ballroom B</i></td> <td>Out-of-Home and Mobile Communications <i>Salon Humboldt</i></td> <td>Advertising Media and Price Promotions <i>Salon Corinth</i></td> </tr> </table>	Corporate Social Responsibility <i>Ballroom A</i>	Brand Communication I <i>Ballroom B</i>	Out-of-Home and Mobile Communications <i>Salon Humboldt</i>	Advertising Media and Price Promotions <i>Salon Corinth</i>
Corporate Social Responsibility <i>Ballroom A</i>	Brand Communication I <i>Ballroom B</i>	Out-of-Home and Mobile Communications <i>Salon Humboldt</i>	Advertising Media and Price Promotions <i>Salon Corinth</i>			
12:00	13:00	Lunch				
13:00	14:30	<table border="1"> <tr> <td>Models in Advertising <i>Ballroom A</i></td> <td>Gender and Advertising <i>Ballroom B</i></td> <td>Children and Advertising <i>Salon Humboldt</i></td> <td>Crisis Communications and Sustainability <i>Salon Corinth</i></td> </tr> </table>	Models in Advertising <i>Ballroom A</i>	Gender and Advertising <i>Ballroom B</i>	Children and Advertising <i>Salon Humboldt</i>	Crisis Communications and Sustainability <i>Salon Corinth</i>
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14:30	15:00	Coffee Break				
15:00	16:30	<table border="1"> <tr> <td>Advertising Messages <i>Ballroom A</i></td> <td>Cross-Cultural Communication <i>Ballroom B</i></td> <td>Social Media <i>Salon Humboldt</i></td> <td>Consumer Behaviour <i>Salon Corinth</i></td> </tr> </table>	Advertising Messages <i>Ballroom A</i>	Cross-Cultural Communication <i>Ballroom B</i>	Social Media <i>Salon Humboldt</i>	Consumer Behaviour <i>Salon Corinth</i>
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16:30	17:15	Meet the Editors <i>Ballroom A</i>				
19:00	24:00	Gala Dinner				

Saturday, June 25

Start	End	Activities				
09:00	10:30	<table border="1"> <tr> <td>Messages and Processing <i>Ballroom A</i></td> <td>Brand Communication II <i>Ballroom B</i></td> <td>Music and Imagery in Advertising <i>Salon Humboldt</i></td> <td>Word-of-Mouth <i>Salon Corinth</i></td> </tr> </table>	Messages and Processing <i>Ballroom A</i>	Brand Communication II <i>Ballroom B</i>	Music and Imagery in Advertising <i>Salon Humboldt</i>	Word-of-Mouth <i>Salon Corinth</i>
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10:30	11:00	Coffee Break				
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13:30	15:00	<table border="1"> <tr> <td>Advergames <i>Ballroom A</i></td> <td>Resistance to Marketing Communication <i>Ballroom B</i></td> <td>Creativity <i>Salon Humboldt</i></td> <td>Print Advertising <i>Salon Corinth</i></td> </tr> </table>	Advergames <i>Ballroom A</i>	Resistance to Marketing Communication <i>Ballroom B</i>	Creativity <i>Salon Humboldt</i>	Print Advertising <i>Salon Corinth</i>
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16:40	17:40	EAA General Assembly (Ralf Terlutter) <i>Ballroom A</i>				
18:00	19:00	Guided Tour (start from Hilton Hotel)				

Conference Rooms at Hilton Hotel



Welcome to the 10th ICORIA 2011 in Berlin

In the face of an ever increasing amount of products and services, as well as an increasingly cluttered media environment, advertising research is confronted with multiple challenges. Against this background, ICORIA has gained significance in advancing, promoting, disseminating, and stimulating high quality advertising research in Europe – and worldwide. This is documented by more than 100 high quality papers from more than 20 countries that have been accepted for presentation at the 10th ICORIA in Berlin.

Berlin, with a population of 3.5 million, is Germany's largest city. After becoming the capital of Germany in 1990, the eastern and western parts of the separated Berlin merged into an amazing metropolis of cultural diversity, modern urbanity, and political influence. Along with unique sites such as the Brandenburger Tor, the Reichstag, or the Frankfurter Tor, the city of Berlin is renowned for its famous galleries and exciting museums. Moreover, Berlin's nightlife and club scene are considered to be unique. We hope that you will enjoy the cosmopolitan atmosphere and the rich cultural heritage that make Berlin one of the most exciting cities in Europe.

In association with the European Advertising Academy, the Europa-Universität Viadrina in Frankfurt (Oder) and the Bergische Universität Wuppertal are hosting the 10th ICORIA. The Europa-Universität Viadrina and the Bergische Universität Wuppertal are both ambitious universities in German academia. Latest quality ratings appraise both business departments as having superior standards in research and teaching.

Several people and organizations supported the 10th ICORIA that we would like to thank. Besides the European Advertising Academy, the Europa-Universität Viadrina and the Bergische Universität Wuppertal, we would like to thank our sponsors that provided generous support:

- Icon Added Value,
- Sparkasse Wuppertal,
- the World Advertising Research Center in association with the International Journal of Advertising,
- Routledge Taylor & Francis Group, and
- Gabler

We also thank our reviewers for their professional, quick, and reliable evaluation of the submissions. Furthermore, we would like to thank Edith Smit and Hilde Voorveld who managed the review process with great patience and professionalism.

Finally, we thank you for participating ICORIA and wish you an inspiring visit in Berlin!

Martin Eisend
Conference Chair
10th ICORIA in Berlin

Tobias Langner
Conference Chair
10th ICORIA in Berlin

Key Note Presenter

Judy Zaichkowsky is Professor of Marketing at the Copenhagen Business School. Her knowledge and expertise on the role of involvement in consumer research has had a major impact on the field of marketing. She has obtained her PhD degree in Management from the Graduate School of Management, U.C.L.A. in 1984 for her award winning dissertation on the conceptualization and measurement of involvement. In 2003, she received a Centenary Award from the University of Guelph for her contributions to Consumer Research. She is recognized as one of the most influential authors in the field of Advertising. Her 1985 *Journal of Consumer Research* paper on the involvement construct has been recognized as one of the most heavily cited articles in marketing and has been translated and reprinted in many languages and in journals across the globe. Judy Zaichkowsky's research interests have evolved since then and currently include issues relating to brand imitation, trademark infringement, and bidding behaviour. She has over 25 articles published on these topics, several of which are in the best journals in marketing. She has also written three textbooks on consumer behaviour, and has won numerous grants. She is the author of 'Defending your Brand Against Imitation', a handbook on trademark infringement issues. Further, many of the issues she addresses in her research are extremely important in today's marketplace and it is for this reason that she has been asked to serve as an expert witness and advisor to corporations and organizations. In addition to her own research success, Judy Zaichkowsky, brings a perspective that has been shaped by a wealth of experience that includes serving as a MBA program director, teaching in the capacity of a visiting scholar in a variety of countries, and serving on the review boards to many of the best journals in marketing.

June 24th 2011
10:30-12:00

Competitive Papers

Corporate Social Responsibility

Session Chair: Marjolein Moorman

Location: Ballroom A

Examining CSR 2010. HILDEGARD KELLER-KERN

Ideal CSR Communication by Using Advertising Evaluation Tools. CARINA HAVLICEK, MARION SECKA

Contribution of Cause-Related Marketing (CRM) to Familiar Brands: Is the Effect of Brand-Cause Fit Influenced by Level of Category Involvement? HANNA HJALMARSON, JOHANNA GERDIN, NIKOLA TRTICA

The Effect of Brand/Cause Fit in Cause-Related Marketing Messages. SIMON ZEBREGS, MARJOLEIN MOORMAN

June 24th 2011
10:30-12:00

Brand Communication I

Session Chair: Ralf Terlutter

Location: Ballroom B

The Company's View: What Drives Employer Branding? SIMONE HOCHEGGER, RALF TERLUTTER

Towards a Brand Model for UK University Brands. CHRIS CHAPLEO

The Potential Danger of Negative Free Publicity for the Consumer-Brand Relationship. MAARTEN TOLBOOM, FRED BRONNER, EDITH SMIT

Marketing in Restricted Industries in Egypt: The Effect of Pharmaceutical Promotion on Physicians' Brand Awareness. SALMA YEHIA EL GUINDY, EHAB ABOU AISH, NOHA EL BASSIOUNY

June 24th 2011
10:30-12:00

Competitive Papers

Out-of-Home and Mobile Communications

Session Chair: Franz-Rudolf Esch

Location: Salon Humboldt

Guerilla Product Installations: Impact of Alternative Out-of-Home Advertising. KAI H. KRIEGER,
FRANZ-RUDOLF ESCH

The Effectiveness of Outdoor Advertising in Hong Kong. KARA CHAN, BENJAMIN CHENG

Assessing Gender Differences in Mobile Loyalty Promotion Acceptance. SHINTARO OKAZAKI,
ÁNGELES NAVARRO, CAROLINA LÓPEZ

Invisible Eyes: What Makes Consumers Hesitate to Adopt Mobile Promotion? SHINTARO
OKAZAKI, ÁNGELES NAVARRO

June 24th 2011
10:30-12:00

Advertising Media and Price Promotions

Session Chair: Heribert Gierl

Location: Salon Corinth

How Does Shifting Ad Budgets Impact Trust in Advertising Media? MARTIN EISEND, SILKE KNOLL,
SUSANNE SCHMIDT, RUZIYE CANBAZOGLU

A Multiple Discrete Choice Model to Understand Multiple Media Consumption. VIJAY
VISWANATHAN

Should Reversed Price Reductions be Accompanied by Promotion Campaigns? CAROLIN STOCK,
HERIBERT GIERL

Are Exclusive Price Promotions before Seasonal Sales Worth it? CAROLINE CLOONAN

June 24th 2011
13:00-14:30

Competitive Papers

Models in Advertising

Session Chair: Lawrence Ang

Location: Ballroom A

Re-Reading Goffman: Studying the Impact of Male-Female Power Relations in Ads on Ad Likeability Scores. KATJA VANDERHAEGHEN, PATRICK VYNCKE, DIETER GRAMMENS

The Effect of the Size of Advertising Models on Consumer Appearance Self-Esteem and Product Evaluations. VERENA HÜTTL, HERIBERT GIERL

The Female Waist-To-Hip Ratio as Advertising Cue. DIETER GRAMMENS, PATRICK VYNCKE, WIM JANSSENS

Choosing Celebrity Endorsers for Advertising Campaigns in China: Does Their Nationality Matter? VANESSA APAOLAZA-IBÁÑEZ, JIAXUN HE, PATRICK HARTMANN

June 24th 2011
13:00-14:30

Gender and Advertising

Session Chair: Sandra Diehl

Location: Ballroom B

How Gender, Mood and Advertising Affective Tone Affect Consumer Attitudes and Purchase Intentions. BRETT A.S. MARTIN, SIMON J. PERVAN

The Absence of Creative Women as Judges in Advertising Awards: A Case Study of El Sol (1998-2008). DAVID ROCA, NATALIA PUEYO, ISAM ALEGRE

A Content Analysis of Gender Role Depiction in Belgian Television Advertising. YANN VERHELLEN, NATHALIE DENS, PATRICK DE PELSMACKER

The Influence of Gender on Consumer Responses to Soft-Sell Ads: A Comparative Study of High versus Low Context Cultures. SANDRA DIEHL, BARBARA MUELLER, SHINTARO OKAZAKI

June 24th 2011
13:00-14:30

Competitive Papers

Children and Advertising

Session Chair: Martin Waiguny

Location: Salon Humboldt

Development and Validation of the Material Values Scale for Children. SUZANNA J. OPREE, MONIEK BUIJZEN, EVA A. VAN REIJMERSDAL, PATTI M. VALKENBURG

The Causal Relation Between Children's Life Satisfaction and Materialism and the Role of Advertising Exposure. SUZANNA J. OPREE, MONIEK BUIJZEN

Is Forbidden Fruit Sweeter? The Influence of Verbal Warnings About the Health Risks of Drinks on Children's Consumption Decisions. GUNNAR MAU, CELINA STEFFEN, HANNA SCHRAMM-KLEIN, SASCHA STEINMANN

Dear Baby Jesus,.....: Analyzing Children's Requests for Christmas. MARTIN K.J. WAIGUNY, ALEXANDRA PEVNY, RALF TERLUTTER

June 24th 2011
13:00-14:30

Crisis Communications and Sustainability

Session Chair: Lars Bergkvist

Location: Salon Corinth

Say the Right Things at the Right Moment: The Moderating Role of Stealing Thunder on the Effectiveness of Crisis Response Strategies. AN-SOFIE CLAEYS, VEROLIEN CAUBERGHE, NINIA BAERT

Communicating Corporate Social Responsibility as a Buffer for Crisis: Empty Promises or a Smart Strategy. CHRISTIAN BORIS BRUNNER, FRANZ-RUDOLF ESCH, NADINE KINSCHER

Putting a Price Tag on Nature: The Effects of Contextual Cues on Sustainable Behavior. MARIJN H.C. MEIJERS, DIEDERIK A. STAPEL

Effects of Green Seals of Approval on Brand Perceptions. LARS BERGKVIST, PATRICK CROTTY, HANNA HJALMARSON

June 24th 2011
15:00-16:30

Competitive Papers

Advertising Messages

Session Chair: Veroline Cauberghe

Location: Ballroom A

Time Heals Many Wounds – Explaining Immediate and Delayed Effects of Message Sidedness.
FRANZISKA KÜSTER, MARTIN EISEND

The Impact of Message Sidedness on Teenagers' Binge Drinking Intentions: The Moderating Role of Issue Involvement. ERLINDE CORNELIS, VEROLINE CAUBERGHE, PATRICK DE PELSMACKER

Patronizing a Clown? The Technique of Brand Reframing in Advertisement. NIELS NEUDECKER,
FRANZ-RUDOLF ESCH

I Believe You But I Do Not “Believe In You”: Responding to Disillusioned Consumers in Advertising. SIMON J. PERVAN

June 24th 2011
15:00-16:30

Cross-Cultural Communication

Session Chair: Sheila Sasser

Location: Ballroom B

Visual Metaphor in Advertising: Do Complexity and Culture Matter? ANDREU VAN HOOFT, MARGOT
VAN MULKEN, ULRIKE NEDERSTIGT

The Influence of Advertising Execution Styles on Attitude and Behaviour: A Fear-Based, Cross-Cultural Experiment. MARLIZE TERBLANCHE-SMIT, LUCEA VAN HUYSSSTEEN

The Construction of Masculinity: A Cross-Cultural Analysis of Men's Lifestyle Magazine Advertisements. PING SHAW, YUE TAN, KWANGMI KO KIM, HONG CHENG

Advertising Appeals in Culturally Close Countries: How Useful are Existing Frameworks?
STEPHAN DAHL, HELEN SPENCER-OATEY

June 24th 2011
15:00-16:30

Competitive Papers

Social Media

Session Chair: Edith Smit
Location: Salon Humboldt

New Strategic Approaches in Corporate Brand Communication through Social Media. An Exploratory Study. MARIA VERNUCCIO

Interactivity Effects in Social Media Marketing on Brand Engagement: An Investigation of Underlying Mechanisms. MARJOLIJN L. ANTHEUNIS, GUDA VAN NOORT

The DNA of Social Media Brands: On Consumer-Brand Relationships, Brand Personality, and COBRAs. DANIËL G. MUNTINGA, EDITH G. SMIT, MARJOLEIN MOORMAN

Social Media in Multimedia Campaigns: Examining the Effect on Perceived Persuasive Intent, Brand and Campaign Responses. GUDA VAN NOORT, HILDE VOORVELD

June 24th 2011
15:00-16:30

Consumer Behaviour

Session Chair: Shintaro Okazaki
Location: Salon Corinth

How to Structure Complex Choice Sets: The Moderating Role of Affect. TOBIAS LANGNER, MARTIN KRENGEL

Consumer Path Dependence in High-Tech Markets - An Analysis of the Self-Reinforcing Mechanisms Leading to Consumer Lock-In. ALEXANDRA LANGER

The Cumulative Effect of Transaction-Specific Satisfaction on Share of Wallet: A Longitudinal Investigation. TIMOTHY L. KEININGHAM, LERZAN AKSOY, EDWARD C. MALTHOUSE, ALEXANDER BOUYE, BART LARIVIERE

Factors Influencing Consumer Attitudes toward Non-Prescription Drug Advertising. SANDRA DIEHL, RALF TERLUTTER, BARBARA MUELLER

June 24th 2011
16:30-17:15

Meet the Editors

Location: Ballroom A

June 25th 2011
09:00-10:30

Competitive Papers

Messages and Processing

Session Chair: Patrick De Pelsmacker

Location: Ballroom A

Tolerance for Ambiguity and the Effects of Probability Markers in Services Advertisements: A Study of Belgian and Croatian Consumers. IVANA BUŠLJETA BANKS, PATRICK DE PELSMACKER

Examining the (In)Effectiveness of Personalized Communication. EWA MASLOWSKA, EDITH SMIT, BAS VAN DEN PUTTE

Affective Involvement in Advertising Effectiveness: Implications for Interpretation of Print Advertisements. ANNIE DANBURY, KATHLEEN MORTIMER

What Do We Feel When We Look? Eye-Tracking and Brain Waves Help to Better Understand the Advertising Processing. MICHAŁ MATUKIN, RAFAŁ OHME

June 25th 2011
09:00-10:30

Brand Communication II

Session Chair: Hanna Gendel-Guterman

Location: Ballroom B

Own Name or Independent Trademark as Private Label Brand - Does the Name Really Matter for Retailers? HANNA GENDEL-GUTERMAN, SHALOM LEVY

Creation of an Instrument to Measure the Archetypes of Brands. SABRINE DORNELLES, DANIEL TENA

Because There are Sprinters and Marathon Runners: The Influence of Logo (Re)Designs on Logo Recognition. BO VAN GRINSVEN, ENNY DAS

June 25th 2011
09:00-10:30

Competitive Papers

Music and Imagery in Advertising

Session Chair: Larry Percy

Location: Salon Humboldt

The Chill Factor: Improving Ad Responses by Employing Chill-Inducing Background Music.

IVAR VERMEULEN, TILO HARTMANN, ANNE-MARIE WELLING, ENNY DAS

The Influence of Music in Advertising on Brand Awareness and Brand Image. FRIDRIK

EYSTEINSSON, KARI KRISTINSSON, KATRÍN HALLDÓRSDÓTTIR

Nature in Advertising: Feels Real? PATRICK HARTMANN, VANESSA APAOLAZA-IBÁÑEZ

Color Versus Black-and-White: An ELM Approach to Understand Convincing Dullness. TIM

SMITS

June 25th 2011
09:00-10:30

Word-of-mouth

Session Chair: Günter Silberer

Location: Salon Corinth

What External Factors Influence Recommenders to Recommend? DON E. SCHULTZ, MARTIN P.

BLOCK

“Fruit Fight”: Schadenfreude and Word-of-Mouth Among Consumer Groups. CHARLOTTE

VONKEMAN, JAAP W. OUWERKERK, WILCO W. VAN DIJK

Tell-a-Friend Services as Online Advertising. GÜNTER SILBERER, CHRISTOPH HENNING, SASCHA

STEINMANN

Humanizing Online Brand Communications in Response to Negative Word of Mouth: The

Effects of Proactive and Reactive Webcare. GUDA VAN NOORT, LOTTE M. WILLEMSSEN

June 25th 2011
11:00-12:30

Competitive Papers

Online Communication

Session Chair: Nathalie Dens

Location: Ballroom A

Perceived Usefulness of Online Reviews: Investigating Balance and Sequence Effects.

NATHALIA PURNAWIRAWAN, PATRICK DE PELSMACKER, NATHALIE DENS

An Exploratory Investigation of a Brand Equity Model for an Internet Portal Website. G. RUSSELL
MERZ

**Building Brands with Interactive Websites? The Influence of Perceived Interactivity and Prior
Brand Experience on Brand Relationship and Brand Image.** HILDE VOORVELD, GUDA VAN NOORT,
MERYL DUIJN

Effects of Design Features on Liking of Brand Postings on Facebook. PHILIPP RAUSCHNABEL,
SANDRA PRAXMARER, BJÖRN S. IVENS

June 25th 2011
11:00-12:30

Ethnicity and Age

Session Chair: Alexander Fischer

Location: Ballroom B

**The Influence of Ethnic Source on the Perceptions and Attitudes of the Public towards
Commercial and Institutional Advertising.** JESÚS BERMEJO BERROS, ESTHER MARTÍNEZ PASTOR

Age Differences in Liking and Recall of Arousing Television Commercials. MARGOT VAN DER
GOOT, EVA VAN REIJMERSDAL

Grey Consumers and Advertising Effectiveness: A European Study. BARBARA CZARNECKA

Shame On You!: How Ethnic Minority Youth Look at Sexual Advertising Images. JOYCE KOEMAN

June 25th 2011
11:00-12:30

Competitive Papers

Threat Appeals in Advertising

Session Chair: Wim Janssens

Location: Salon Humboldt

The Processing of Threat Appeals in the Prevention of Obesity: A Focus on Gender and Weight Differences. BIRGIT WAUTERS, MALAIKA BRENGMAN, WIM JANSSENS

Terrifying Advertisements, High Sales Figures: The Effects of Mortality Salience in Advertising. ROLIEN DUIVEN, ENNY DAS, IVAR VERMEULEN

The Impact of Level of Threat and Self-Efficacy on Consumer Responses for Commercial Products. The Moderating Role of Self-Esteem. TINE FASEUR, VEROLIEN CAUBERGHE, ERLINDE CORNELIS, AN-SOFIE CLAEYS

Promoting Dental Hygiene to Children: Traditional and Interactive Media Following Threat Appeals. KATARINA PANIĆ, VEROLIEN CAUBERGHE, PATRICK DE PELSMACKER

June 25th 2011
11:00-12:30

New Frameworks and Approaches

Session Chair: Don Schultz

Location: Salon Corinth

From CM to CRM to CN²: A Research Agenda for the Marketing Communications Transition. DON SCHULTZ, EDWARD C. MALTHOUSE, DOREEN PICK

The Marketers' Perspective on Consumer-Brand Engagement: A Grounded Theory Approach. ROSSELLA C. GAMBETTI, GUENDALINA GRAFFIGNA, SILVIA BIRAGHI

How to Win Back Inactive Customers: Assessing the Effectiveness of QR CODE Loyalty Campaign. SHINTARO OKAZAKI, ÁNGELES NAVARRO, SARA CAMPO

June 25th 2011
13:30-15:00

Competitive Papers

Advergames

Session Chair: Christian Brunner

Location: Ballroom A

Putting Brands into Play: How Player Experiences Influence the Effectiveness of In-Game Advertising. LAURA HERREWIJN, KAROLIEN POELS

Does Playing an Adgame Change Players' Attitude toward the Brand? CELINA STEFFEN, HANNA SCHRAMM-KLEIN, GUNNAR MAU

Play Buddies or Space Invaders? Exploring Medium-Specific Factors and their Relation with Game Genre in the Study of Attitudes towards In-Game Advertising. KAROLIEN POELS, WIM JANSSENS, LAURA HERREWIJN

Children's Responses to Advergames: The Role of Game and Child Characteristics. EVA VAN REIJMERSDAL, ESTHER ROZENDAAL, MONIEK BUIJZEN

June 25th 2011
13:30-15:00

Resistance to Marketing Communication

Session Chair: Robert Heath

Location: Ballroom B

Resistance towards Persuasion: Differences Between Non-Profit and Commercial Advertising. CARMEN R. BOOGAARD, MARIEKE L. FRANSEN

Advertising Avoidance Strategies in Emerging Economies: Exploring Gender Differences. DAN ALEX PETROVICI, JOHN B. FORD, SVETLA MARINOVA, MARIN MARINOV

Anti-Consumption to Mitigate Climate Change: An International Study of Internal and External Influences. JOSÉ MANUEL ORTEGA EGEA, NIEVES GARCÍA DE FRUTOS

The Effect of Location on Perceived Intrusiveness of Mobile Advertisements. ARIEF ERNST HÜHN, VASSILIS-JAVED KHAN, KOOS NUIJTEN, MARNIX VAN GISBERGEN, ANDRÉS LUCERO, PAUL KETELAAR

June 25th 2011
13:30-15:00

Competitive Papers

Creativity

Session Chair: John Rossiter

Location: Salon Humboldt

Carefully Creative - Creative Media Choice as a Signal of Consumer Care. SARA ROSENGREN,
MICAEL DAHLÉN

Effects of Incubation on Selection and Configuration Creative Task in Advertising. TOBIAS
LANGNER, LAWRENCE ANG, SARAH HELLEBRANDT

When Bad is Good: The Creative Conundrum of Agency-Client Relationships. SHEILA L. SASSER,
SCOTT KOSLOW

A Gendered View on Account Assignment in Creative Departments. DAVID ROCA, NATALIA PUEYO

June 25th 2011
13:30-15:00

Print Advertising

Session Chair: Barbara Mueller

Location: Salon Corinth

Selling Food and Fitness to Kids and Parents: A Content Analysis of Magazine Advertisements.
BARBARA MUELLER, K. TIM WULFEMEYER, JESSICA S. CASTONGUAY

Look Into My Eyes...The Power of Gaze Cues in Print Advertising. SAMUEL B. HUTTON, SARAH
NOLTE

Emotionality in German Business-to-Business Print Advertisements. BRITTA SALANDER

The Perception of Print Advertising in the New Strategies of Hybridisation of Genres. JESÚS
BERMEJO BERROS, BELINDA DE FRUTOS TORRES, PATRICIA COUDERCHON

June 25th 2011
15:30-16:40

Product Placement

Session Chair: Margit Enke
Location: Ballroom A

Subtle Sophistry Versus Savvy Strategy: A Critical Review of the Potential Efficacy of Product Placement Regulations. LYNNE EAGLE, YVETTE MOREY, STEPHAN DAHL, JULIA VERNE

The Effect of Flow on Implicit Recall of In-Game Brand Placements. SNEZHANKA KAZAKOVA, VEROLIEN CAUBERGHE, DIETER THIJS

Television Brand Placement: Exploring the Effects of Program-Induced Mood on Explicit and Implicit Brand Memory. PEGGY RATHMANN, ALEXANDER LEISCHNIG, MARGIT ENKE

June 25th 2011
15:30-16:40

Sponsorship

Session Chair: Fred Bronner
Location: Ballroom B

Dynamic Effects of Sponsoring: How Sponsorship Awareness Develops Over Time. MEREL WALRAVEN, TAMMO H.A. BIJMOLT, RUUD H. KONING

An Exploratory Study of Negative Brand Effects of Sponsorships. LARS BERGKVIST, ROBERT JOHANSSON, DANNE NILSSON

Effects of Brand-Incongruent Sponsorships and the Role of Consumer Brand Experience. FREDRIK TÖRN, MICAEL DAHLÉN

Best Paper Award

A cash prize of €400 sponsored by the *International Journal of Advertising* will be awarded to the best paper submitted. The shortlist has been proposed by the Selection Committee based on the highest review scores during the paper selection procedure. The final winner has been selected by a jury based on blind reviews, and will be announced at the Conference Dinner on Friday, June 24.

Nominated papers

How Does Shifting Ad Budgets Impact Trust in Advertising Media? MARTIN EISEND, SILKE KNOLL, SUSANNE SCHMIDT, RUZIYE CANBAZOGLU

The Cumulative Effect of Transaction-Specific Satisfaction on Share of Wallet: A Longitudinal Investigation. TIMOTHY L. KEININGHAM, LERZAN AKSOY, EDWARD C. MALTHOUSE, ALEXANDER BOUYE, BART LARIVIERE

Time Heals Many Wounds – Explaining Immediate and Delayed Effects of Message Sidedness. FRANZISKA KÜSTER, MARTIN EISEND

Is Forbidden Fruit Sweeter? The Influence of Verbal Warnings About the Health Risks of Drinks on Children's Consumption Decisions. GUNNAR MAU, CELINA STEFFEN, HANNA SCHRAMM-KLEIN, SASCHA STEINMANN

Children's Responses to Advergaming: The Role of Game and Child Characteristics. EVA VAN REIJMERSDAL, ESTHER ROZENDAAL, MONIEK BUIJZEN

Building Brands with Interactive Websites? The Influence of Perceived Interactivity and Prior Brand Experience on Brand Relationship and Brand Image. HILDE VOORVELD, GUDA VAN NOORT, MERYL DUIJN

Jury:

Sandra Diehl, Klagenfurt University (Treasurer and EAA board member)

Patrick De Pelsmacker, University of Antwerp (EAA board member)

Shintaro Okazaki, Universidad Autónoma de Madrid (EAA board member)

Charles R. Taylor, Villanova University (Editor International Journal of Advertising)

Best Student Paper Award

The award goes to the best paper presented by a Ph.D. candidate. The objective of this award is to encourage young scholars in developing and pursuing their academic careers.

The shortlist has been proposed by the Selection Committee based on the highest review scores during the paper selection procedure. The final winner has been selected by a jury based on blind reviews, and will be announced at the Conference Dinner on Friday, June 24.

Nominated papers

The Effect of Location on Perceived Intrusiveness of Mobile Advertisements. ARIEF ERNST HÜHN, VASSILIS-JAVED KHAN, KOOS NUIJTEN, MARNIX VAN GISBERGEN, ANDRÉS LUCERO, PAUL KETELAAR

The Effect of Flow on Implicit Recall of In-Game Brand Placements. SNEZHANKA KAZAKOVA, VEROLIEN CAUBERGHE, DIETER THIJS

Promoting Dental Hygiene to Children: Traditional and Interactive Media Following Threat Appeals. KATARINA PANIĆ, VEROLIEN CAUBERGHE, PATRICK DE PELSMACKER

Dynamic Effects of Sponsoring: How Sponsorship Awareness Develops Over Time. MEREL WALRAVEN, TAMMO H.A. BIJMOLT, RUUD H. KONING

Jury:

Peter Neijens, University of Amsterdam (Past president EAA)

Charles R. Taylor, Villanova University (Editor International Journal of Advertising)

Ralf Terlutter, Klagenfurt University (President-elect EAA)

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