

# #icoria2016



Ljubljana, June 30 - July 2 2016



# Welcome

I am proud and excited to welcome you to Ljubljana, the European Green Capital 2016, for the 16th ICORIA, hosted by the Faculty of Economics, University of Ljubljana. Gathering academics from all over the world, this conference promises an unforgettable experience, abound not only with ample opportunities to exchange insights into the advertising research field, but also with opportunities to indulge in culture, history, food, scenery and natural wonders.

The ICORIA conference has grown into a hub of discussion, networking, learning and debating contemporary advertising topics. This year, more than 120 paper presentations will be organized in 32 parallel sections within two days. Participants from more than 20 countries are presenting their research work at the conference.

Preceding the main conference, a doctoral colloquium for young advertising researchers will be organised. This year we have particularly high expectations of the young researchers since they will chair most of the sessions at the conference. I would like to thank Sara for the wonderful support with the doctoral colloquium.

The keynote address will be given by two experts on advertising in this part of the world, Jure Apih, the doyen of Slovenian and regional advertising, and Davor Bruketa, creative director of the top award-winning advertising agency in the region, Bruketa & Žinić OM. They will show us where advertising in this part of the world came from and where it is at present.

In line with the conference theme, **Challenges in an age of (dis)engagement**, we have prepared a series of activities to engage you in the conference, e.g. the Truth and lies advertising bazaar for the welcome reception and ICORIA 2016 Photo Frame for FB engagement. You are invited to engage in the conference!

At this point I would like to express my sincere gratitude to all people involved in the organization of the conference. I am grateful to the authors who submitted their papers, Sophie, Claire and Verena for carefully managing the reviewing process, the reviewers who provided timely and relevant feedback on the submitted papers, to Shintaro, Sheila, Patrick and Micael for their keen participation in the Best Conference Paper jury, and to Scott, Martin, Lars and Julie for the Best Student Paper jury participation.

I would also like to extend my gratitude to the EAA Executive Board for all the support, particularly to Shintaro and Hilde. It was great working with you. Without full dedication of the Organising Committee this whole event would not be possible. Thank you to Urša & Klement, Mateja, Tomaž, Živa, Maja, Nuša and the key organizer Jana. I am especially proud that members from two schools have been united in the OC, Marketing communications from the Faculty of Social Sciences, and Marketing from the Faculty of Economics, both University of Ljubljana. Lastly, I would like to thank the sponsors of the conference and the Faculty of Economics for their generous support.

I believe and hope that this ICORIA will create some of the best memories. Enjoy your stay in Ljubljana!

Vesna Zabkar, Professor of Marketing

ICORIA 2016 Conference Chair

# About Faculty of Economics University of Ljubljana (FELU)

The FELU is both a national leader and an internationally recognized education and research institution in the area of business and economics. By gaining the EQUIS and AACSB accreditations, it is ranked among the world's most distinguished business schools. The FELU aims to become even more internationally recognized for its quality and achievements in education and research. Courses conducted in English have been introduced in all three Bologna cycles, and foreign students can attend numerous courses in English, or enroll in one of the international programs.

In its strategy, the FELU has positioned itself as a center of excellence in South-East Europe. As such, it acts as a bridge between the east and west, working on its ability to source knowledge globally and to transfer it to the SE European region, and vice versa. Apart from education, research is both a key activity and a high priority at the FELU.

**Visit us at:**  
[www.ef.uni-lj.si/en](http://www.ef.uni-lj.si/en)

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# About the EAA

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The EAA was initiated by Flemming Hansen (Copenhagen Business School) and founded by him, Sandra Diehl (Institute for Marketing, Klagenfurt), Robert Heath (School of Management, Bath), Gorm Kunoe (Norwegian School of Management), Peter Neijens (The Amsterdam School of Communications Research), and Ralf Terlutter (Institute for Marketing, Klagenfurt).

The objective of the association is to provide a professional association to academics and practitioners interested in advertising and its applications that will promote, disseminate and stimulate high quality research in the field.

The association particularly serves as a meeting and communication forum for its members. It offers a network for the exchange of knowledge on an international level and constitute a framework allowing for a better dissemination of information on research and teaching.

The association also aims at the development of relations with all other professional and research-oriented associations which are active in the field, as well as with European or international committees and authorities concerned with political decision making, active in this field.

**Visit us at: [www.icoria.org](http://www.icoria.org)**

# Organising Committee

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Vesna Zabkar (Chair)

Ursa Golob

Mateja Kos Koklic

Tomaz Kolar

Klement Podnar

Maja Hosta

Ziva Kolbl

Nusa Petek

Jana Pucelj

Lara Selko

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# Programme Overview

## Thursday 30th June

Pre-conference

**12:30 – 17:45** Doctoral Colloquium  
(Senate Conference Room)

**18:00 – 20:00** Welcome Drink Reception at Faculty of Economics  
(Main Lobby)

## Friday 1st July

**08:30 – 09:00** Registration and Coffee  
(Lobby in front the Lila Hall)

**09:00 – 09:45** Opening & Keynote  
(Lila Hall)

**10:00 – 11:15** Parallel Session 1  
(Rooms: P-125, P-126, P-127, and P-128)  
EAA Board Meeting  
(Senate Conference Room)

**11:15 – 11:45** Coffee Break  
(Main Lobby)

**11:45 – 13:00** Parallel Session 2  
(Rooms: P-125, P-126, P-127, and P-128)

**13:00 – 14:00** Lunch  
(Main Lobby)

**14:00 – 15:15** Parallel Session 3  
(Rooms: P-125, P-126, P-127, and P-128)

**15:15 – 15:45** Coffee Break  
(Main Lobby)

**15:45 – 17:00** Parallel Session 4  
(Rooms: P-125, P-126, P-127, and P-128)

**19:00 – 24:00** Drink Reception and Gala Dinner followed by Disco  
(including Award Ceremony) *Dunajska cesta 154, 1000 Ljubljana*



## Saturday 2nd July

- 09:00 – 09:30** Registration and Coffee  
(Main Lobby)
- 09:30 – 10:30** Parallel Session 5  
(Rooms: P-125, P-126, P-127, and P-128)
- 10:30 – 11:00** Coffee Break  
(Main Lobby)
- 11:00 – 12:15** Parallel Session 6  
(Rooms: P-125, P-126, P-127, and P-128)  
EAA-AAA Executive Meeting  
(Senate Conference Room)
- 12:15 – 12:45** General Assembly  
(Small Hall)
- 12:45 – 13:45** Lunch  
(Main Lobby)
- 13:45 – 15:00** Parallel Session 7  
(Rooms: P-125, P-126, P-127, and P-128)
- 15:00 – 15:15** Coffee Break  
(Main Lobby)
- 15:15 – 16:30** Parallel Session 8  
(Rooms: P-125, P-126, P-127, and P-128)
- 16:30 – 17:15** Meet the Editors & Wrap Up  
(Small Hall)
- 18:00 – ...** Ljubljana Tours

# Doctoral Colloquium

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The aim of the ICORIA Doctoral Colloquium is to provide PhD students with professional skills needed for their academic career. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Furthermore, PhD students will meet peers from different countries and start (or continue) building an international network that will be valuable throughout their academic career.

This year's ICORIA Doctoral Colloquium focuses on equipping students with skills needed to take advertising research into the future. We will also take the future into the conference by allowing participants to chair sessions in the main conference. More specifically, Doctoral Colloquium participants will host a majority of the conference sessions. So, if you are curious about the future of advertising research and/or the doctoral colloquium make sure to ask a session chair.

On behalf of the EAA Board,  
Sara Rosengren

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## **Programme ICORIA Doctoral Colloquium** (Senate Conference Room)

- 12:30 – 13:15** Informal lunch/registration
- 13:15 – 13:30** Welcoming address (Vesna Zabkar/Sara Rosengren)
- 13:30 – 13:45** Meet and greet (Sara Rosengren)
- 13:45 – 15:45** A career in advertising research (Edith Smit)
- 14:45 – 15:00** Coffee break
- 15:00 – 16:15** Publishing and reviewing advertising research  
(Patrick De Pelsmacker)
- 16:15 – 16:45** Chairing a conference session (Sara Rosengren)
- 16:45 – 17:45** The future of advertising (Panel discussion: Edith Smit,  
Patrick De Pelsmacker, and Charles "Ray" Taylor)
- 18:00 – ...** ICORIA Welcome Reception



# Keynote address: Socialism, capitalism, schizophrenia

*The doyen of Slovenian and regional advertising Jure Apih and creative director of one of the most award-winning advertising agencies in the region Bruketa & Žinič OM will speak about the secret powers of advertising industry in communist times and beyond. They will compare the advertising campaigns made in the former Yugoslavia and today in the same territory.*

**Jure Apih** is a legend of New European advertising and his name is engraved on the marble wall of Golden Drum New Europe Hall of Fame. He first gained recognition in the early 70's as Creative Director of Studio Marketing Delo, the first real advertising agency in the former Yugoslavia. Later he worked as an editor in chief of Telex, a progressive weekly news magazine. After political intervention he was forced to resign, and in the early 80's he rebuilt his career with the very first professional marketing magazine in Yugoslavia, the Media Marketing (later renamed MM - Marketing magazin). After the introduction of democracy and the independence of Slovenia in the early 90's he became a member of the Board of the nation's largest Newspaper and Publishing House Delo. He was the Chairman of the Board since June 2001 to August 2004, when he retired. He was involved in advertising and marketing trade-organizations from the 70's and in 1993 he initiated the Golden Drum, the advertising festival of the New Europe, of which he was President till 2010 and is now still Honorary President. He is the founding member and CEO of ICAC – Intercontinental Advertising Cup.



Friday 1st July  
9am in Lila Hall

**Davor Bruketa** is the co-owner and Creative Director of Bruketa&Žinić OM advertising agency, one of the leading 17 independent agencies in the world according to Campaign magazine (London, 2014), "Small Agency of the Year, International" according to AdAge magazine (Portland, 2013), Second Most Efficient Independent Advertising Agency Globally according to Effie Index (Cannes, 2012) and among the best 200 packaging designers globally (Lürzer's Archive, Vienna, 2015). Bruketa&Žinić OM is one of the most award-winning agencies in Southeastern Europe with over 400 professional awards for advertising and design. The Agency operates in Vienna, Zagreb, Belgrade and Baku, Azerbaijan and part of the same group of agencies are also: Branddoctor brand consultancy and Brigada, a studio specializing in shop concepts, retail, spatial and product design and architecture. Bruketa is a permanent member of the New York Cresta Awards jury and he was also a jury member of the Art Directors Club New York, D&AD London, NY Festivals, Graphis and he was the first jury president of the London International Awards coming from Southeastern Europe in 2008. He gives lectures for students in Croatia and internationally on regular basis.



# International Journal of ADVERTISING

The Review of Marketing Communications



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Routledge  
Taylor & Francis Group

# Best Paper Nominations

## Best Paper Award

Single versus multiple measurement of ad and brand attitude: A meta-analytical perspective

Lawrence Ang and Martin Eisend

Explaining celebrity-brand image transfer in celebrity endorsements: A spontaneous trait transference account

Lars Bergkvist

How modality and explicitness of disclosures of sponsored branded online video content affect consumers' online brand engagement

Stefan F. Bernritter, Somaiya Tabib and Sophie C. Boerman

The use of advertising appeals in breast cancer detection messages

Fanny V. Dobrenova, Sonja Grabner-Kräuter, Ralf Terlutter and Sandra Diehl

Is three better than two? Effective communication with trimodal television commercials

Surendra N. Singh, Sanjay Mishra, Anurag Pant and Priyamvadha Rangan

Awards sponsored by  
the International Journal of Advertising



## Best Student Paper Award

Language abstraction in online reviews: The influence of prior reviews  
Goele Aerts, Tim Smits and Peeter Verlegh

Brand placement in text: The short- and long-term effects of placement modality and need for cognition  
Yana Avramova, Patrick De Pelsmacker and Nathalie Dens

Marketing through Instagram influencers: Impact of number of followers and product divergence on brand attitude  
Marijke De Veirman, Verolien Cauberghe and Liselot Hudders

Effect of sponsorship disclosure in YouTube product reviews and the moderating role of viewers' expectancy  
Alexander Pfeuffer, Xinyu Lu, Yiran Zhang and Jisu Huh

A diary study into the prevalence of multiscreening  
Claire Segijn, Hilde Voorveld, Lisa Vandeberg, Sjoerd Pennekamp and Edith Smit

# Parallel Sessions Overview - Friday

Parallel Sessions and Meetings					
	Room P-125	Room P-126	Room P-127	Room P-128	Senate Conference Room
10:00 – 11:15	Parallel Sessions 1  1.1 “Barely Famous” (2015): Celebrities, testimonials, icons	1.2 “Home Alone” (1990): Advertising to young consumers	1.3 “Guy Walks Into an Advertising Agency” (2009): Advertising business	1.4 “War for the Web” (2015): Consumer behavior on the web	EEA Board Meeting
11:45 – 13:00	Parallel Sessions 2  2.1 “Welcome to Inspiration” (2015): Creativity in advertising	2.2 “Home Alone 2” (1992): Advertising to young consumers	2.3 “Almost Famous” (2000): Celebrity endorsement	2.4 “Doctor Zhivago” (1965): Communicating health	
14:00 – 15:15	Parallel Sessions 3  3.1 “Double Impact” (1991): Consumer evolutions	3.2 “Perfect Understanding” (1933): Advertising processing	3.3 “Rules of Engagement” (1989): Consumer engagement	3.4 “The Right Connections” (1997): Social media advertising	
15:45 – 17:00	Parallel Sessions 4  4.1 “Words and Pictures” (2013): Text in advertising	4.2 “Culture Shock” (1985): Cross- cultural studies	4.3 “Branded” (2012): Corporate branding	4.4 “The Servant” (1963): Advertising in services	
17:00 – ...					IJA Editorial Board Meeting

# Parallel Sessions Overview - Saturday

Parallel Sessions and Meetings		Room P-125	Room P-126	Room P-127	Room P-128	Senate Conference Room
9:30 – 10:30	Parallel Sessions 5	5.1 "Online Nation" (2007): Online reviews	5.2 "Perception is All" (2015): Perceptions in print advertising	5.3 "De-Interlaced: Surviving the Mess Media" (2005): Advertising media	5.4 "State of the Planet" (2000): Field reviews	
11:00 – 12:15	Parallel Sessions 6	6.1 "On-Line 2" (2013): Online reviews	6.2 "Culture Shock" II (2013): Cross- cultural studies 2	6.3 "Man Seeking Woman" (2015): Gender in advertising	6.4 "A Winning Attitude" (2010): Advertising effectiveness	EAA-AAA Executive Meeting
13:45 – 15:00	Parallel Sessions 7	7.1 "Altered Perception" (2016): Perceptions of advertising	7.2 "Whistleblowers" (2016): Disclosures in advertising	7.3 "The Right Attitude?" (1968): Advertising attitudes	7.4 Special session on content marketing	
15:15 – 16:30	Parallel Sessions 8	8.1 "Emotional Arithmetic" (2007): Emotions in advertising	8.2 "The Naked Brand" (2013): Branding	8.3 "Face Book" (2014): Social media in advertising	8.4 "The Tourist: Action in Venice" (2011): Tourism & Sports	

# Session 1.1: “Barely Famous” (2015): Celebrities, testimonials, icons

**Session chair: Ruchi Gupta**

Should she hold it or should she eat it? The efficient pose of testimonials to improve perceptions of tastiness of food products

Martina Maurer, Antonia Kraus and Heribert Gierl

Microcelebrity influencers and advertorial disclosure: Practicing the advertising/editorial divide on Instagram

Crystal Abidin and Mart Ots

When icons fail: Self-serving empathy in fans versus non-fans

Kineta Hung, Terri H. Chan and Caleb H. Tse

That’s my opinion: Younger consumers’ perception of older models in UK newspaper adverts

Kwabena Frimpong

**Friday 1st July**

10:00-11:15  
Room P-125



# Session 1.2: “Home Alone” (1990): Advertising to young consumers

## Session chair: Kristien Daems

That’s an ad? Recognition of TV and website advertising from age 5 to 11 and the effect of disclosure cues

Ini Vanwesenbeeck, Suzanna J. Oprea and Tim Smits

The immediate versus delayed effects of an advertising literacy training on children’s responses to product placement

Steffi De Jans, Liselot Hudders and Veroline Cauberghe

Evaluating the cognitive, affective and behavioral effect of placement disclosure on children

Rodrigo Uribe, Alejandra Fuentes-García, Enrique Manzur and Cristian Buzeta

It’s engaging! Uses and gratifications of Chinese young adults on advergames

Pui Yuen Lee and Kung Wong Lau



**Friday 1st July**

10:00-11:15  
Room P-126

# Session 1.3: “Guy Walks Into an Advertising Agency” (2009): Advertising business

**Session chair: Liane Lee**

Do agencies get the brief they deserve?

Sarah Turnbull

Perceptions on advertising creativity: Agency – client relationship

George Panigyrakis and Athina Y. Zotou

How junior creatives construct their professional identity through symbolic consumption

Eduard Vidal and David Roca

Partnership in the forefront: Advertising agencies’ roles and business clients’ loyalty

Maja Arslanagic-Kalajdzic and Vesna Zabkar

**Friday 1st July**

10:00-11:15

Room P-127



# Session 1.4: “War for the Web” (2015): Consumer behavior on the web

## Session chair: Urša Golob

Values in consumer information search behavior via SNS: A multidimensional construct

Ofrit Kol, Shalom Levy and Israel D. Nebenzahl

Out-of-home involvement model: An empirical study on advertising response effect of interactivity and sharing

Mingyi GU

Antecedents and consequence of consumer trust in commercial websites

Jisu Huh and Alexander Pfeuffer

App users unwittingly in the spotlight: A model of privacy protection in mobile apps

Verena Wottrich, Eva van Reijmersdal and Edith Smit



**Friday 1st July**

10:00-11:15  
Room P-128

# Session 2.1: “Welcome to Inspiration” (2015): Creativity in advertising

**Session chair: John Karsberg**

The impact of advertising creativity: A meta-analysis

Sara Rosengren and Martin Eisend

Structural drivers of creativity

Huw O'Connor, Mark Kilgour, Scott Koslow and Shelia L. Sasser

In the beginning was the word: Establishing the foundations for creativity research in rhetoric theory

Alexander Tevi and Scott Koslow

Combating advertising greenwashing through consumer literacy

Juliana Fernandes and Sigal Segey

**Friday 1st July**

11:45-13:00

Room P-125





# Session 2.2: “Home Alone 2” (1992): Advertising to young consumers 2

## Session chair: Steffi De Jans

Co-creating advertising literacy awareness campaigns with children and teenagers

Kristien Daems, Patrick De Pelsmacker, Ingrid Moons and Els Du Bois

Disclosing brand placement to young children

Pieter De Pauw, Liselot Hudders and Verolien Cauberghe

Commercials vs advergames. Persuasion from age 5 to 14

Evy Neyens

The influence of media violence on young children: A qualitative investigation

Petra Kuhar and Mateja Kos Koklic



**Friday 1st July**

11:45-13:00  
Room P-126

# Session 2.3: “Almost Famous” (2000): Celebrity endorsement

**Session chair: Marijke De Veirman**

Explaining celebrity-brand image transfer in celebrity endorsements: A spontaneous trait transference account

Lars Bergkvist

Not all celebrity-brand associations are alike: An experimental comparison of the effectiveness of advertising, product placement and real life celebrity endorsements

Cristel Antonia Russell and Dina Rasolofoarison

Construction and validation of a five-dimensional celebrity endorsement scale

Ruchi Gupta and Nawal Kishor

Use of celebrity endorsement in advertising: A content analysis of Chilean graphic media

Enrique Manzur, Rodrigo Uribe and Cristian Buzeta

**Friday 1st July**

11:45-13:00  
Room P-127



# Session 2.4: “Doctor Zhivago” (1965): Communicating health

**Session chair: Jose Manuel Ausin Azofra**

The use of advertising appeals in breast cancer detection messages

Fanny V. Dobrenova, Sonja Grabner-Kräuter, Ralf Terlutter and Sandra Diehl

Medical marijuana: Consumer sentiment depicted in social media

Jeff Foreman

Light or heavy? Using metaphoric associations to affect perceptions of the nutritional content of food products

Stefan Thomas and Heribert Gierl

How funny is it? Gelotophilia, katagelasticism and disparaging humor

Voutsia Maria, Hatzithomas Leonidas, Boutsouki Christina and Zotos Yorgos



**Friday 1st July**

11:45-13:00  
Room P-128

# Session 3.1: “Double Impact” (1991): Consumer evaluations

**Session chair: Tomaz Kolar**

How money priming affects product evaluation and self-brand connection  
*Shirin Gatter and Verena Hüttl-Maack*

Increasing co-product evaluations by using integrative logos  
*Antoinia Kraus, Patricia Bouffandeau and Heribert Gierl*

When quality marks impair evaluations: The detrimental effect of the number of quality marks with low diagnostic value for product quality  
*Fanziska Oefele and Heribert Gierl*

Nothing beats quality? How consumer testing signs are influencing the evaluation of print ads  
*Havlicek Carina, Marckhgott Eva and Glatz Daniela*

**Friday 1st July**

14:00-15:15  
Room P-125



# Session 3.2: “Perfect Understanding” (1933): Advertising processing

**Session chair: Morteza Abolhasani**

Can advertisers benefit from the name-letter- and birthday-number effect?

Barbara Keller and Heribert Gierl

Are moving consumers more moved by advertising?

John Karsberg and Micael Dahlén

The effects of the integration of external and internal communication features in digital magazines on consumers’ magazine attitude

Fabiënne Rauwers, Hilde Voorveld and Peter Neijens

Does technology matter? Brand placements in 2D versus 3D and 4D movie clips: Effects on brand memory and brand attitude

Ralf Terlutter, Sandra Diehl, Isabell Koinig and Martin Waiguny



**Friday 1st July**

14:00-15:15  
Room P-126

# Session 3.3: “Rules of Engagement” (1989): Consumer engagement

**Session chair: Emma Beuckels**

Facilitating consumer engagement for effective brand communication: A study of using virtual reality to fulfill consumers’ personal needs  
K.W. Lau and P. Y. Lee

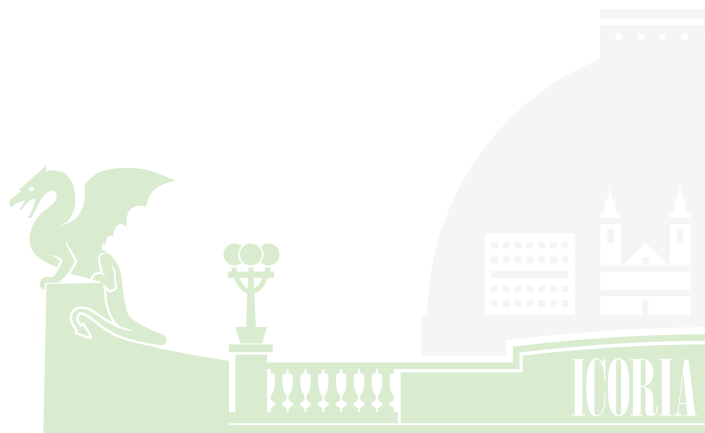
The effect of channel attributes on eWOM engagement via SNS  
Yaniv Gvili, Hino Hayiel and Shalom Levy

The role of luxury food in driving engagement  
Ewa Maslowska, Vijay Viswanathan and Mototaka Sakashita

Promoting negative comments does not influence all providers alike  
Enrique Bigne, María José Miquel and Eva Caplliure

**Friday 1st July**

14:00-15:15  
Room P-127



# Session 3.4: “The Right Connections” (1997): Social media advertising

## Session chair: Simone Krouwer

Social media experiences and appreciation for brand communication: The differentiating role of type of platform

Hilde A. M. Voorveld, Guda van Noort, Daan G. Muntinga and Fred E. Bronner

Do effects of social media advertising change at different times of the day? The impact of seeking information and entertainment

Valeria Noguti and David S. Waller

An exploratory study of consumers’ motives to engage in social media-based new product idea contests

Fabian A. Geise

The effects of brand equity on the consumer’s propensity to engage with brand-related content on social media

Bruno Schivinski, Daan G. Muntinga and Przemyslaw Lukasik



**Friday 1st July**

14:00-15:15  
Room P-128

# Session 4.1: “Words and Pictures” (2013): Text in advertising

## **Session chair: Fabiënne Rauwers**

In Arabic, English or a mix? Egyptian consumers’ response to language choice in product advertisements

Andreu van Hooft, Danique Spierts and Frank van Meurs

The impact of nonverbal facial cues in print advertising

Patrick Vyncke

The effects of warning on persuasion in advertising: The role of timing and argument quality

Marieke L. Fransen, Peeter W.J. Verlegh and Sophie C. Boerman

Brand placement in text: The short- and long-term effects of placement modality and need for cognition

Yana Avramova, Patrick De Pelsmacker and Nathalie Dens

**Friday 1st July**

15:45-17:00  
Room P-125





# Session 4.2: “Culture Shock” (1985): Cross-cultural studies

**Session chair: Nora Alomar**

Beautiful creatures: All change for sexualised representations of women in Brazilian advertising

Karen Middleton and Mauro Jose De Oliveira

Advertising and lifestyles in urban China: A quantitative study on the emerging middle class

Vivian Li Wenhua and Cees de Bont

Cultural paradox in advertising: Evidence from Finland

Salman Saleem

Value paradox in international print advertising: Insights from culturally similar countries

Salman Saleem, Jorma Larimo, Minnie Kontkanen, Zsuzsanna Vincze, Galina Biedenbach, Kadi Ummik and Andres Kuusik



**Friday 1st July**

15:45-17:00  
Room P-126

# Session 4.3: “Branded” (2012): Corporate branding

**Session chair: Nuša Petek**

Building corporate brand heritage: Towards an operationalisation of the concept

Ulla Hakala and Barbara Mueller

How to communicate brand portfolio to boost corporate brand image

Jerome Emanuel Honerkamp and Franz-Rudolf Esch

Brand storyscapes: Mavi jeans case

Ayşe Binay Kurultay

Eventmarketing as a mean to arouse identification of students with their universities

Florian Neus, Hanna Schramm-Klein, Gunnar Mau and Kim-Kathrin Kunze

**Friday 1st July**

15:45-17:00

Room P-127



# Session 4.4: “The Servant” (1963): Advertising in services

**Session chair: Anja Geigenmüller**

On the impact of realistic service previews on customers’ willingness to participate

Kristin Lenk and Anja Geigenmüller

The use of the Kano method in the development of new mobile applications for service providers

Beata Bobinac and Ivana Bušljeta Banks

To cut or not to cut? Determinants of consumers’ cord-cutting behavior

Morana Fuduric, Edward C. Malthouse and Vijay Viswanathan



**Friday 1st July**

15:45-17:00  
Room P-128







# Session 5.1: “Online Nation” (2007): Online reviews

**Session chair: Freya De Keyzer**

Evaluating the comments: Informativeness and persuasiveness of online reviews

Enrique Bigne, Carla Ruiz and Rafael Currás

Language abstraction in online reviews: The influence of prior reviews

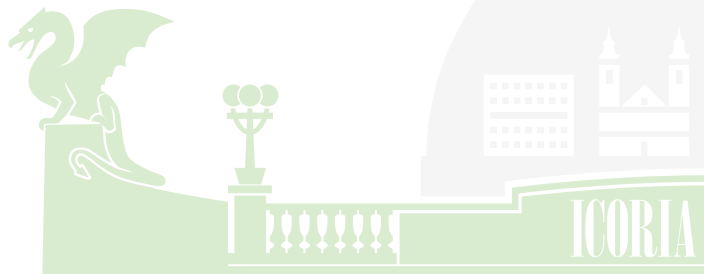
Goele Aerts, Tim Smits and Peeter Verlegh

The effect of online reviews on purchase decisions: The moderating roles of review exposure and product involvement

Ewa Maslowska, Vijay Viswanathan and Edward C. Malthouse

**Saturday 2nd July**

9:30-10:30  
Room P-125



# Session 5.2: “Perception is All” (2015): Perceptions in print advertising

**Session chair: Anne Roos Smink**

A typology of minimalism in advertising

Margariti K., Boutsouki C., Hatzithomas L. and Zotos Y.

Lack of cognitive control and conceptual coherence of print advertisements:  
Illusory pattern perception

Magdalena Gsiorowska and Alicja Grochowska

When it's time to rhyme: The moderating role of exposure modality on  
memory for rhyming and non-rhyming brand slogans

Philipp Brune, Tobias Langner and Alexander Fischer



**Saturday 2nd July**

9:30-10:30  
Room P-126

# Session 5.3: “De-Interlaced: Surviving the Mess Media” (2005): Advertising media

**Session chair: Verena Wottrich**

Native online targeted advertising: Examining two underlying mechanisms  
Guda van Noort, Eva A. van Reijmersdal and Sophie C. Boerman

A diary study into the prevalence of multiscreening  
Claire Segijn, Hilde Voorveld, Lisa Vandeberg, Sjoerd Pennekamp and Edith Smit

Brands bringing news: Readers’ evaluations of hybrid advertisements in online news media  
Simone Krouwer and Karolien Poels

**Saturday 2nd July**

9:30-10:30  
Room P-127





# Session 5.4: “State of the Planet” (2000): Field reviews

## Session chair: Klement Podnar

State of the art of cause-related marketing research

Lars Bergkvist and Kris Qiang Zhou

Mining the IMC term-scape: A framework of integrated marketing communication field in academic journals

Klement Podnar and Urša Golob

The persuasion knowledge model and consumers' response to covert advertising: A critical review

Haiming Hang



**Saturday 2nd July**

9:30-10:30  
Room P-128

# Session 6.1: "On-Line 2" (2013): Online reviews

## Session chair: Goele Aerts

Protest frames as a new typology to understand the effects of negative online reviews

Lotte M. Willemsen, Guda van Noort, Ewa Maslowska, Edward C. Malthouse, Stefan F. Bernritter and Peeter W. J. Verlegh

The impact of message valence, tone of voice and service type on consumer responses to eWOM on Facebook

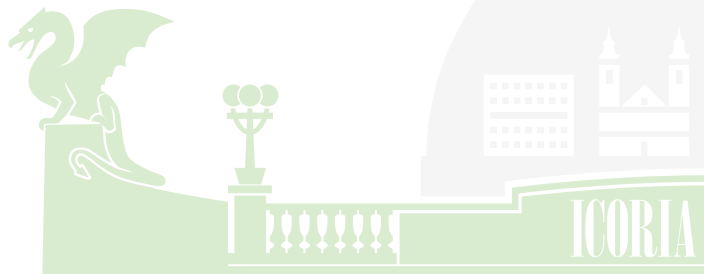
Freya De Keyzer, Nathalie Dens and Patrick De Pelsmacker

Disentangling the effect of online product review features on purchase behavior

Su Jung Kim, Ewa Maslowska and Edward C. Malthouse

**Saturday 2nd July**

11:00-12:15  
Room P-125



# Session 6.2: “Culture Shock II” (2013): Cross-cultural studies 2

**Session chair: Vivian Wenhua Li**

Don't mess with Texas pride: Processing fluency's influence on attitudes under cognitive depletion

Kirsten Cowan and Bo Dai

Pursuing the Chinese dream: Chinese consumers' response to nationalistic and global appeals in advertising

Yu Liu, Wan-Hsiu Sunny Tsai and Juliana Fernandes

The role of international product placement in an era of dis-engagement: A comparative study of Europe and Latin America

Charlotte Insa Tews and Chris Halliburton

The perception of global brands: The effect of model ethnicity and consumer ethnocentrism in Japan

Hironobu Minoguchi, Morikazu Hirose and Huizhao Guo



**Saturday 2nd July**

11:00-12:15  
Room P-126

# Session 6.3: “Man Seeking Woman” (2015): Gender in advertising

**Session chair: Mateja Kos Koklič**

A gender perspective on playing health-related advergames and brand placement in an experimental setting

Johanna Roettl, Sonja Bidmon and Ralf Terlutter

A gender perspective on physician-rating websites (PRWS): Results from a web-based survey

Sonja Bidmon, Johanna Röttl and Ralf Terlutter

Customer satisfaction with online banking: Effects of gender on the relationship between factor level and overall satisfaction

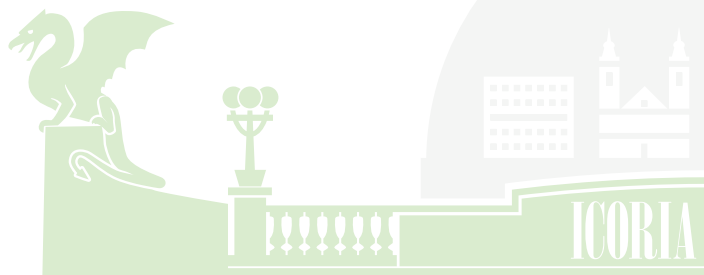
Sonja Bidmon, and Richard Petz

Gender-specific responses to advertisements emphasizing care- or justice-orientation of companies

Tanja Steinhart and Heribert Gierl

**Saturday 2nd July**

11:00-12:15  
Room P-127



# Session 6.4: “A Winning Attitude” (2010): Advertising effectiveness

## **Session chair: Roberto Sanchez Reina**

Positive and negative cross-media synergies and effect on media-mix recommendations

Jana Suklan and Vesna Žabkar

Is bus television an effective medium for advertising?

Kara Chan, Maggie Fung and Paul T. Wong

How information complexity dynamically affects consumers' viewing duration in a multiscreen media environment

Cody Cooper and Claire Segijn

Is three better than two? Effective communication with trimodal television commercials

Surendra N. Singh, Sanjay Mishra, Anurag Pant and Priyamvadha Rangan



**Saturday 2nd July**

11:00-12:15  
Room P-128

# Session 7.1: “Altered Perception” (2016): Perceptions of advertising

## Session chair: Alexander Tevi

The representation of older models in television advertising towards generation Y brand interest

Izian Idris and Joyce Nga

Investigating the influence of background music in higher education advertisements: A genre perspective

Morteza Abolhasani and Steve Oakes

When should risk communication messages be assertive? Differentiating the moderating effects of perceived issue importance and perceived susceptibility

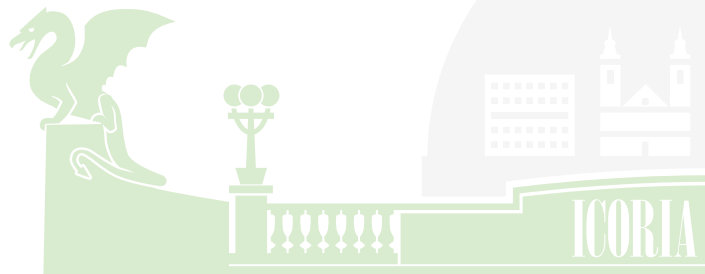
Marina I. Wieluch

Facial expressions in advertising: A laboratory versus a living room study

José Manuel Ausín, Jaime Guixeres, Enrique Bigne, Félix Fuentes-Hurtado and Mariano Alcañiz

**Saturday 2nd July**

13:45- 15:00  
Room P-125



# Session 7.2: “Whistleblowers” (2016): Disclosures in advertising

**Session chair: Bradley Wilson**

How modality and explicitness of disclosures of sponsored branded online video content affect consumers’ online brand engagement

Stefan F. Bernritter, Somaiya Tabib and Sophie C. Boerman

Brand placement disclosure effects on persuasion: The moderating role of consumer self-control

Loes Janssen, Marieke L. Fransen, Rebecca Wulff and Eva A. van Reijmersdal

Effect of sponsorship disclosure in YouTube product reviews and the moderating role of viewers’ expectancy

Alexander Pfeuffer, Xinyu Lu, Yiran Zhang and Jisu Huh

Effects of brand placement disclosures: An eyetracking study into the effects of disclosures and the role of brand familiarity

Anne Roos Smink, Eva A. van Reijmersdal and Sophie C. Boerman



**Saturday 2nd July**

13:45- 15:00  
Room P-126

# Session 7.3: “The Right Attitude?” (1968): Advertising attitudes

**Session chair: Mateja Kos Koklic**

Single versus multiple measurement of ad and brand attitude: A meta-analytical perspective

Lawrence Ang and Martin Eisend

Students’ attitude towards advertising in the new digital environment

Kathleen Mortimer and Sally Laurie

An examination of consumers’ attitudes toward online advertising formats

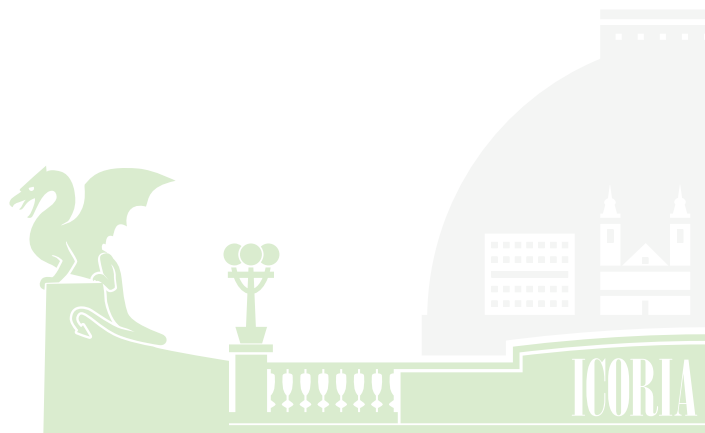
Nina Ribnikar and Mateja Kos Koklic

Marketing through Instagram influencers: Impact of number of followers and product divergence on brand attitude

Marijke De Veirman, Verolien Cauberghe and Liselot Hudders

**Saturday 2nd July**

13:45- 15:00  
Room P-127





# Session 7.4: Special session on content marketing

## Session chair: Hairong Li

Contrasting advertising and content marketing: A psychological perspective  
Brittany Duff

The entertainment persuasion link: Understanding how content marketing persuades  
Martin K.J. Waiguny

Content marketing in China: Creative mix of globalization and localization  
Sangruo Huang

A strategy for creating consumer engagement through content  
Edward Malthouse

Special session sponsored by the  
PM, Poslovni mediji d.o.o.



**Saturday 2nd July**

13:45- 15:00  
Room P-128

# Session 8.1: “Emotional Arithmetic” (2007): Emotions in advertising

**Session chair: Julie Edell**

The effects of disparagement humor in online advertising on consumer engagement with brands

Malgorzata Karpinska-Krakowiak

When statistical evidence fails: The moderating effect of comparative optimism

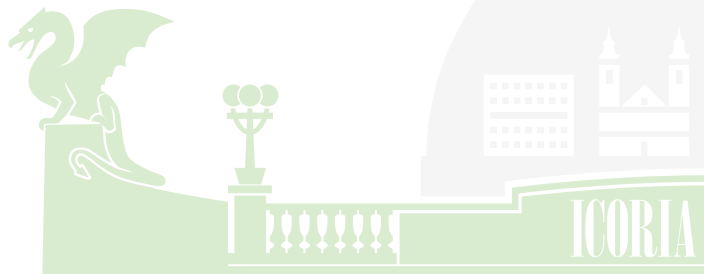
Sandra Praxmarer-Carus and Marina I. Wieluch

The impulsivity challenge

Don E. Schultz, Martin Block and Vijay Viswanathan

**Saturday 2nd July**

15:15- 16:30  
Room P-125



# Session 8.2: “The Naked Brand” (2013): Branding

**Session chair: Ulla Hakala**

The impact of new and traditional marketing communication tools on brand equity

Nuša Petek, Maja Konečnik Ruzzier and Vesna Žabkar

Between dream and reality: A qualitative exploration of strategically ambiguous branding practices

Mădălina Trușcă and Daan Muntinga

External and internal context in the coherence of advertisement: An empirical study on the affect to the ad and brand

Alicja Grochowska and Andrzej Falkowski

Being warm or competent: A brand personality analysis in China

Terri H. Chan, Rocky Peng Chen and Caleb H. Tse



**Saturday 2nd July**

15:15- 16:30  
Room P-126

# Session 8.3: “Face Book” (2014): Social media in advertising

## Session chair: Claire Segijn

Don't disturb the dead: Consumers' attitude toward promotional messages on post-mortem Facebook pages

Benjamin Boeuf and Jessica Darveau

The impact of media multitasking on advertising irritation: The moderating role of the Facebook wall

Emma Beuckels, Veroline Cauberghe and Liselot Hudders

What is it and how did it get here? Factors related to advertising place and the use of personal data influencing user acceptance of Facebook ads

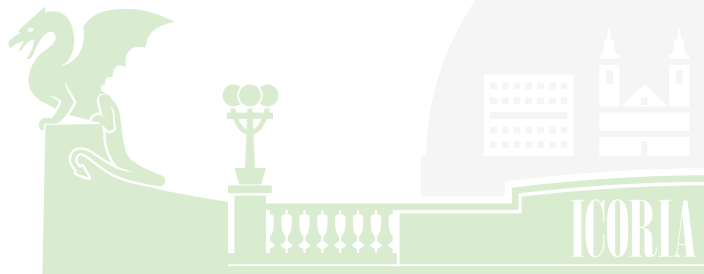
Evert Van den Broeck, Karolien Poels and Michel Walrave

Dialogic communication through Facebook: A tool of stakeholder engagement for NPO branding

Sema Misci Kip and Ebru Uzunoğlu

**Saturday 2nd July**

15:15- 16:30  
Room P-127



# Session 8.4: “The Tourist: Action in Venice” (2011): Tourism & Sports

**Session chair: Tomaž Kolar**

The effect of destination image in advertising: The role of self-congruity

Tina Šegota and Zlatko Jančič

Destination brand image, personality and tourists’ future behavioral intention  
– The case of Bangsaen destination

Chompunuch Punyapiroje

Determinants of sports TV audience: The case of the FIFA World Cups in Chile

Rodrigo Uribe, Cristian Buzeta, Enrique Manzur and Isabel Álvarez

Integration scenarios in football

Elisavet Argyro Manoli



**Saturday 2nd July**

15:15- 16:30  
Room P-128

# Ljubljana Tours

**Saturday 2nd July**

**Meeting point 1: Faculty of Economics - 17:30**

Bus (from FELU to Krekov square) will leave from the conference venue at 17.30.

Ljubljana ranks as one of the smaller European capitals, but nevertheless it boasts an exceptionally rich history and tradition, a recognizable style, culture and art, and an atmosphere reminiscent of both Central Europe and the Mediterranean. The city has preserved evidence of a five-thousand-year history, including the remains of the Roman city of Emona, the historical city center with a medieval castle, Baroque façades, creations of Slovenian architect Jože Plečnik, decorative portals and picturesque roofs and bridges over the river Ljubljanica, and the pleasant green embankments – all within the distance of a nice and easy walk.

## **Ljubljana Walking Tour**

On this guided tour, you will take a walk through the historical city centre of Ljubljana to explore all the major sights and get to know the city's history, art, architecture, and way of life in the past and present.

## **Ljubljana Walking Tour and Funicular Ride to Ljubljana Castle**

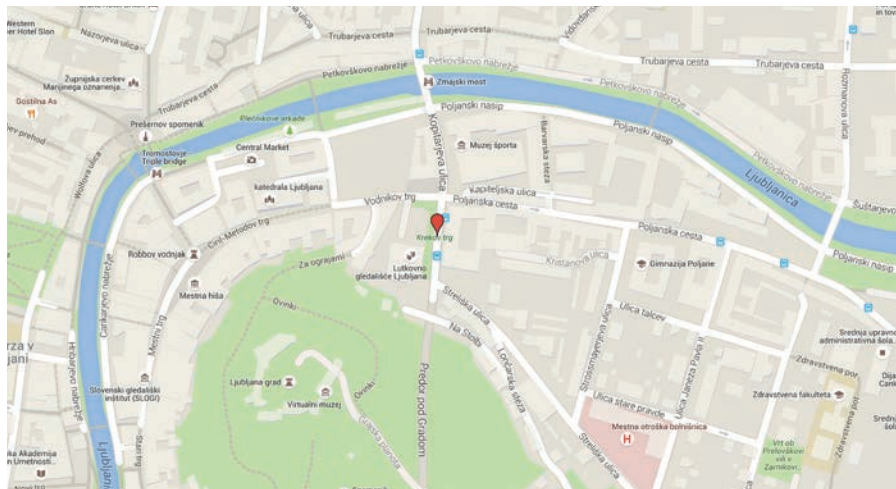
The old city center of Ljubljana, remarkable for its unique architecture, owes its appearance to Baroque and Art Nouveau masters and, most of all to Slovenian architect Jože Plečnik. Its most prominent landmark is the Castle, which has undergone numerous changes over its rich and dynamic history.

The Ljubljana Castle, standing on a hill above the city for about 900 years, is Ljubljana's main attraction. On this tour, you will learn about its history and enjoy beautiful city views.

## Meeting point 2: Krekov Square - 18:00

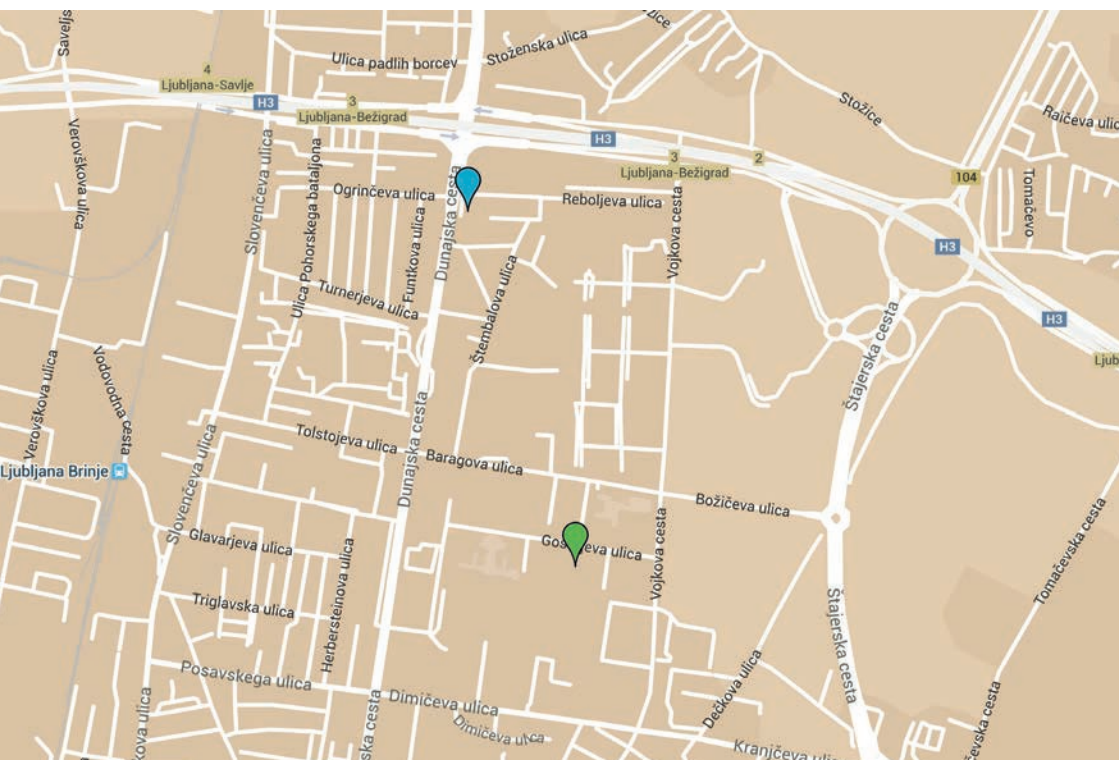
### Ljubljana Walking Tour and Boat Cruise along the Ljubljanica River

The old city center of Ljubljana, remarkable for its unique architecture, owes its appearance to Baroque and Art Nouveau masters and, most of all to Slovenian architect Jože Plečnik. After a ninety-minute stroll through the old city center, you will be taken on thirty minute boat cruise. In the heart of the city, you will embark on a tourist boat that will take you along the Ljubljanica with picturesque bridges and embankments, giving Ljubljana a distinctive character. Ljubljana will reveal itself to you as a relaxed city with a vibrant life and an amazing mixture of city and nature.



Krekov Square

# How to get around

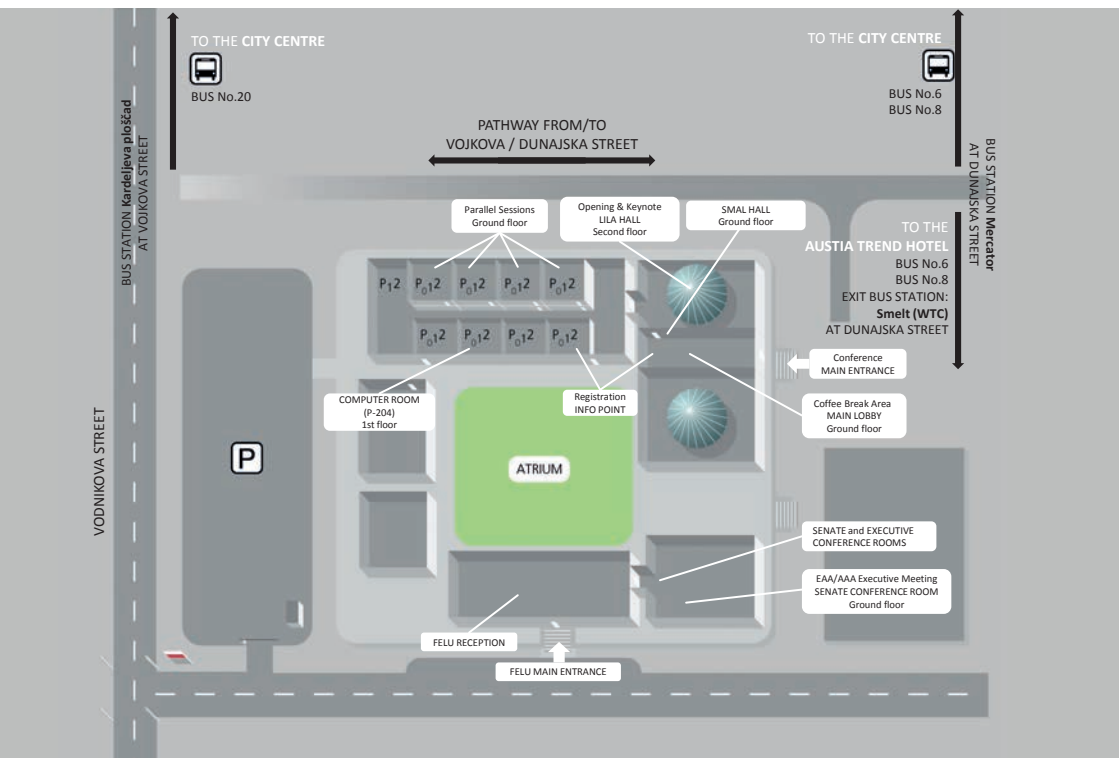


 **Faculty of Economics** - Conference Venue: Sessions & Doctoral Colloquium  
Kardeljeva ploščad 17, 1000 Ljubljana

 **Austria Trend Hotel Ljubljana** - Gala Dinner  
Dunajska cesta 154, 1000 Ljubljana



# FELU map



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