

New Trends in Advertising Research

Edited by:

Francisco Costa Pereira

Jorge Veríssimo

Peter Neijens



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FRANCISCO COSTA PEREIRA

JORGE VERÍSSIMO

PETER C. NEIJENS



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EDIÇÕES SÍLABO, LDA.

R. Cidade de Manchester, 2

1170-100 Lisboa

Tel.: 218130345

Fax: 218166719

e-mail: silabo@silabo.pt

www.silabo.pt

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Part 1

How Advertising Works

Advertising, considered since ever as an intentional act of speech carried out by a transmitter and performed by the professional mediation of advertiser, emerges as the result of a strategic action with a pragmatic and very clear purpose: placing a brand in the consumer's memory.

In this context, advertising resorts mostly to strategies that act much more at level of emotions, sensations and the unconsciousness itself than at the rational level. Thus advertising founds itself on speech symbolism in detriment of information, in order to make the consumer recognize that the promoted brand offers him gratifications of sensorial, social and even intellectual order.

In this type of advertising strategy, the product itself and its operative benefits not seem to have a great importance, giving the idea that advertising forgot the product functional value. The objective is to make the consumer stop buying the product for its functional value, but for what it represents.

We have selected six studies on «How Advertising Works» for inclusion in this book. With the paper, «A dress to Impress and a Toy to Enjoy. How Consumer Motivations Can Be Used in Luxury Ads», Liselot Hudders and Patrick Vyncke explore consumer preferences for appeals used in luxury advertising. Their study not only demonstrated the importance of both personal and social motivations for luxury consumers across different luxury products, but also provided evidence for an interaction between these motivations.

Heribert Gierl, and Tina Grossmann, in the text «The Effect of Imply-Benefit Attributes on Preferences toward Fast Moving Consumer Goods» examine the effect of irrelevant attributes consumers are actually aware of. They introduce different theories that are valid in this context and show that it is worthwhile to consider the moderating effect of involvement and argument strength of further diagnostic information.

«The Credibility and Effectiveness of Celebrity Spokespeople for Social Causes: The Impact of an Experience-Based Connection» is the title of Susan Rozensher's and Mary Heinsler's research. The study demonstrates that celebrity spokespeople's personal connection to their cause heightened their perceived sincerity and commit-

ment and conferred more sympathy on them. However, celebrities' personal connection did not heighten sympathy for their causes nor increased likelihood among study participants to volunteer or donate money to the causes.

Flemming Hansen, Steen Lundsteen, Lars Grønholdt and Karsten Lange suggest a study that analyses the relationship between a numbers of different measures that can be obtained regarding the listening to radio commercials: spending, recall, recognition, liking and purchase intention. They found that whereas recall and recognition are more sensitive to spending, when it comes to changes in purchase intention liking is much more important.

Sheila L. Sasser and Scott Koslow in the article «The Creative Advertising Development Process: Is Organizational Politics a Recipe for Disaster or a Dysfunctional Antidote?» explain us the «politics» problems in the relationship between agency/client and the effects on creativity.

Martin Eisend tested the underlying mechanisms of two-sided persuasion for low and high-involved consumers by considering the different effects of information content and amount of information. His findings provided support for the effect of message sidedness on attitudes as described in previous research. However, the underlying mechanism of this effect differed for low and high-involved consumers. High-involved consumers were influenced by the valence of the information content, while low involved consumers were persuaded by the amount of information.



FRANCISCO COSTA PEREIRA is Full Professor, Chair of Advertising Psychology and Chair in School of Communication and Media Study of the Polytechnic of Lisbon. His research interests include media and advertising, public relations and research methods. His publications include a lot of peer-reviewed publications in national journals and books and some in international journals and books. Francisco Costa Pereira is the coordinator of Advertising Observatory in Portugal with Jorge Verissimo.



JORGE VERÍSSIMO is Full Professor, Chair of the Master in Advertising and Marketing and Chair in School of Communication and Media Study of the Polytechnic of Lisbon. His research interests include media and advertising and consumer behaviour. His publications include a lot of peer-reviewed publications in national journals and books and some in international journals. Jorge Verissimo is the coordinator of Advertising Observatory in Portugal with Francisco Costa Pereira.



PETER NEIJENS is Full Professor and Chair of Persuasive Communication in The Amsterdam School of Communications Research ASCoR at the Communication Science Department of the University of Amsterdam. His research interests include media and advertising, public information campaigns, public opinion, political communication and research methods. His publications include over 100 peer-reviewed publications in national and international journals and books. Peter Neijens is president of the European Advertising Academy and Managing Editor of International Journal of Public Opinion Research.

New Trends in Advertising Research presents a wide spectre of recent studies and works whose aim is to demonstrate how advertising works drawing special attention to the role of culture, the advertising content, new technologies, and to the way advertising agencies develop appropriate practices to make advertising campaigns efficient.

The book has 29 chapters framed in five parts. The first part – *How Advertising Works* – presents six studies that show dimensions of messages conception, the organization of motivations, the imply-benefit attributes, and how celebrities can contribute to the effectiveness of messages. The second part discusses effects of *Product Placement and Sponsorship*. The third part – *Advertising & Culture* – presents six studies that show the way in which cultures and subcultures may influence advertising and advertising effects. The fourth part on new *Technologies of Information and Communication (TIC)* includes five studies on new advertising platforms. The last part presents seven studies on *Content and Context Factors in Advertising*.

The book addresses itself to the advertising professionals, to advertising communication researchers, as well as to graduate and undergraduate students of advertising and communication, who want to be informed about the latest research within these areas.

