Ralf Terlutter / Sandra Diehl / Shintaro Okazaki (Eds.)

## Advances in Advertising Research (Vol. 1)

Cutting Edge International Research



Preface	VII
Strategic Issues in Advertising, Branding and Communication	
Maria Angeles Navarro, Elena Delgado, Maria Sicilia Integrated Marketing Communications: A Test for Different Levels of Strategic Consistency	. 3
Franz-Rudolf Esch, Kai Winter Evaluation and Feedback Effects of Limited Editions in FMCG Categories	21
Shintaro Okazaki, András Bauer, Rafal Ohme, Radoslav Škapa How Multinational Enterprises Develop their Advertising Strategy in New EU Member States: A Qualitative View	37
Lars Bergkvist A Call for a Broader Range of Dependent Variables in Advertising Research	47
Anca C. Micu The Passive Shopping Stage: Keeping in Mind Brand Encounters	59

П.	Advertising and Communication Content	
	Rainer Elste, Franz-Rudolf Esch, Alexander Kulikov, Missing for One, Unique for the Other – How Missing Attributes Affect Brand Evaluation	77
	Wim Janssens, Patrick De Pelsmacker, Verolien Cauberghe Impact of Threat Appeals on Ad Evoked Fear and Message Credibility: The Role of Prime, Frame and Dead Relatedness	. 97
	Marlize Terblanche-Smit, Nic S. Terblanche Racial Perceptions in Social Marketing: The Function of Fear and Efficacy in HIV/Aids Communication	111
	Mark F. Zander, Vanessa Apaolaza-Ibáñez, Patrick Hartmann Music in Advertising: Effects on Brand and Endorser Perception	127
	Sandra Praxmarer, John R. Rossiter An Investigation of Alternative Explanations for the Positive Effect of a Presenter's Attractiveness on Persuasion	141
III.	Advertising and Computer Games	
	Gunnar Mau, Günter Silberer, Janin Gödecke Game Outcome and In-Game Advertising Effects	159
	Martin Waiguny, Ralf Terlutter Entertainment in Advergames and its Influence on Brand-Related Outcomes for Children	171
	Shintaro Okazaki, Maria Jesús Yagüe Play Our Game and Tell Your Friends: Pringle's Brand Campaign on a Mobile Social Networking Site	187
	Ivar Vermeulen, Enny Das, Rolien Duiven, Anika Batenburg, Camiel Beukeboom, Johan F. Hoorn, Dirk Oegema Implicit Measurement Games: Using Casual Games to Measure Psychological Responses to Ads	199

IV.	Advertising, Branding and Communication on the Internet	
	Hilde A.M. Voorveld, Peter C. Neijens, Edith G. Smit The Perceived Interactivity of Top Global Brand Websites and its Determinants	217
	Daan G. Muntinga, Marjolein Moorman, Edith G. Smit Developing a Classification of Motivations for Consumers' Online Brand-Related Activities	235
	Guda van Noort Making Money on eBay by Relieving Risk	249
	Sonja Grabner-Kräuter, Robert Breitenecker Assessing the Probability of Internet Banking Adoption	267
V.	Gender and Advertising, Branding and Communication	
V.	Gender and Advertising, Branding and Communication  Josefine Steinhagen, Martin Eisend, Silke Knoll Gender Stereotyping in Advertising on Public and Private TV Channels in Germany	285
V.	Josefine Steinhagen, Martin Eisend, Silke Knoll Gender Stereotyping in Advertising on Public and Private	

VI.	Media	Placement,	<b>Brand</b>	Placement,	<b>Public</b>	Relations	and	Viral
Mar	keting						•	

Edward C. Malthouse, Bobby J. Calder	
Media Placement versus Advertising Execution	333
Nathalia Purnawirawan, Marijke Wouters, Patrick De Pelsmacker Brand Placements in Movies: The Impact of Modality, Prominence and Plot Connection on Attitude and Behavioral Intention	347
Eva van Reijmersdal	
What are the Effects of a Combination of Advertising and Brand Placement?	363
Karl Nessmann	
Personal Branding and the Role of Public Relations	377
Thomas Brudermann, Thomas Fenzl	
Agent-Based Modelling: A New Approach in Viral Marketing	
Research	397