Management Slant

ABSTRACT

Provides a bullet-point summary of key learnings and conclusions from the main articles in JAR issue 45,1 (2005).

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9 MANAGING BRAND EXPERIENCE: THE MARKET CONTACT AUDIT[™]

AMITAVA CHATTOPADHYAY and JEAN-LOUIS LABORIE

- There is an association between BES[™] and market share: across the categories, the data show that the correlation between BES[™] and market share is .80 or greater

- Different brand contacts are differentially influential for consumers who are adopters of a brand versus those who are occasional users

- Distinct sets of contacts work more effectively for building an attitude and precipitating behavior: Mass media contacts, such as TV and print, work well in the attitude development stage, in building awareness, creating a favorable attitude, and ensuring a brand's presence in the evoked set. However, mass media are less influential in precipitating behavior. To precipitate behavior and "close deals." it is contacts like in-store testers and coupons, which involve invitations to try or to purchase, that rise to the fore.

- But while as a group mass media underperform in all three regions (United States, Asia, and Europe) compared to the average across contacts, there are specific instances across markets where mass media can serve as a powerful contact, for example, TV in the context of fast-moving consumer goods.

- Surprisingly, the impact of the greater intensity of encounters in the United States does not uniformly translate into higher cost per encounter in the United States, compared to Asia and Europe. For instance, while the cost of an encounter on TV is the most expensive in the United States, press encounters there are the least expensive, compared to Asia and Europe.

19 SIMULTANEOUS MEDIA EXPERIENCE AND SYNESTHESIA

JOSEPH J. PILOTTA and DON SCHULTZ

- Simultaneous media usage is usually in the range of 40-65 percent depending on the specific media combination.

- Online is the dominant foreground in simultaneous media usage while watching TV is the dominant background.

- Overall, people who are online multitask 69.3 percent of time (regularly and occasionally), 60,1 percent with TV. 69 percent with radio, 40 percent with newspaper, and 40.2 percent with print.

27 TELEVISION OPTIMIZERS: DID THEY CHANGE THE WAY WE DO BUSINESS?

ANDREW GREEN

- optimizers were imported from Europe for Procter & Gamble's 1997 television Agency of Record review, promising a more systematic way to analyze audience data for use in improving the scheduling of advertising.

- Various obstacles were faced down by the proponents of these new tools, but the systems only had limited impact due to fundamental differences in the way U.S. and European markets operated.

- Evidence on whether the optimizers actually changed the way agencies did business was mixed. Although advertisers tended to advertise for more weeks in a year (as optimizers tended to recommend), dispersion of dollars to nonprime dayparts and nonnetwork channels was merely in line with overall changes in viewer behavior and cannot be attributed to optimizers.

- The world has now embraced new tools and techniques. The old optimizers are gone. But buying has remained strangely the same . . .

34 AVOIDING TELEVISION ADVERTISING: SOME EXPLANATIONS FROM TIME ALLOCATION THEORY

JOSÉ I. ROJAS-MÉNDEZ and GARY DAVIES

- We can spend up to an hour a day watching advertisements on TV.

- Many of us will avoid advertisements by choosing to do something else.

- People's attitude to time, their time orientation, influences this choice.

- Past-oriented people see advertising as promoting consumption and tend to avoid it.

- Present-oriented people use advertisements to support their "live for today" lifestyle.

- Future-oriented people use advertising to help them plan.

49 THE EFFECTS OF PROGRAM RESPONSES ON THE PROCESSING OF COMMERCIALS PLACED AT VARIOUS POSITIONS IN THE PROGRAM AND THE BLOCK

MARJOLEIN MOORMAN, PETER C. NEIJENS and EDITH G. SMIT

- Context effects do occur under ordinary, every-day circumstances, where exposure is not forced, the environment is not controlled, programs do not induce extreme responses, and the type of programming is diverse.

- The intensity of program responses has a positive effect on attention toward embedded commercials and recall of those.

- The valence of program responses positively affects attitude toward embedded commercials.

- The influence of valence and intensity of program responses on commercial effects are stronger for interrupting blocks than for shoulder blocks.

60 COMPARING THE CURRENT EFFECTS AND CARRYOVER OF NATIONAL-, REGIONAL-, AND LOCAL-SPONSOR ADVERTISING

J. DUNCAN HERRINGTON and WILLIAM A. DEMPSEY

- Disaggregating data to the individual brand level provide a clearer picture of the current and carryover effects of advertising throughout a vertical marketing system.

- The current effects of automobile advertising seem to be greater at the national and regional levels compared to the local level.

- The carryover of automobile advertising at all three levels in the vertical marketing system is an isolated phenomenon.

73 A MANAGERIAL INVESTIGATION INTO THE PRODUCT PLACEMENT INDUSTRY

CRISTEL ANTONIA RUSSELL and MICHAEL BELCH

- Product placement is being treated less as a tactical tool and is increasingly integrated with other communications mix components, but few—if any—concrete marketing objectives are established.

- Power, trust, and commitment are key drivers of repeated exchanges in the industry. [. . .] One way of shifting the power balance is to develop long-term relationships with few partners.

- Valuation systems are needed but there is little consensus and no sophisticated operating model for how product placement should be evaluated.

- Everyone is well aware of the potential pitfalls of product placement: the overuse of the medium, the risk of inappropriate placements, and increasingly skeptical consumers.

- Placements may serve in a fully integrated promotional campaign but they may also supplement public relations efforts, both internally and externally, motivate the sales force and/or dealers, or support new-product introductions or sales promotions.

- Brands are essentially becoming entertainment properties in their own rights.

93 A DEMOGRAPHIC AND PSYCHOGRAPHIC PROFILE OF HEAVY INTERNET USERS AND USERS BY TYPE OF INTERNET USAGE

HENRY ASSAEL

- Heavy internet users are likely to be younger, male, and more upscale. This conforms to the profile of the early internet user. The heavy internet user of today thus has the same profile of the early internet adopter of yesterday.

- Six key internet usage categories are defined with distinctive demographic and lifestyle characteristics. These are Downloaders, Self Improvers, Entertainment Seekers, Stock Traders. Socializers, and Web Generalists.

- This may be the first study providing detailed descriptions of heavy web users and users by type. Such profiles should be useful to web marketers for targeting web users by level and type of usage.

124 PERCEPTIONS OF HANDBILLS AS A PROMOTIONAL MEDIUM: AN EXPLORATORY STUDY

GERARD PRENDERGAST and YUEN SZE MAN

There are no previous articles in the literature relating to consumer perceptions of handbills (i.e., a leaflet distributed by hand) as a promotional medium. This article reports on a telephone survey of a random sample of 240 handbill acceptors and nonacceptors in Hong Kong and represents a starting point for research on this topic. Key findings were:

- Among the handbill acceptors, the majority actually read the handbills. In addition, handbill acceptors were more likely to be female, younger, and to have had secondary or tertiary education.

- The main reason handbill acceptors gave for taking handbills was to help the distributor finish his or her work promptly. The main reason handbill nonacceptors gave for refusing handbills was that the handbills are distributed during peak hours, when they are too busy to stop.

- Handbill acceptors, predictably, had more favorable perceptions of handbill attributes than handbill nonacceptors.

132 INFORMATION SOURCE USAGE AND PURCHASE SATISFACTION: IMPLICATIONS FOR PRODUCT-FOCUSED PRINT MEDIA

LAURA L PINGOL and ANTHONY D. MIYAZAKI

- Media planners must consider not only the amount of consumer information source usagebut also the types of information sources used.

- Information access and information comprehension are shown to be useful in predicting media source usage for a particular information-seeking task (automobile purchasing).

- Media source usage is shown to predict product and purchase satisfaction.

- Media source is also shown to predict choice efficiency.

140 CAN ENGLISH LANGUAGE MEDIA CONNECT WITH ETHNIC AUDIENCES? ETHNIC MINORITIES' MEDIA USE AND REPRESENTATION PERCEPTIONS

CARRIE LA FERLE and WEI-NA LEE

- English language broadcast is still a good method for media planners to reach consumers across different ethnic groups.

- Perceptions regarding frequency and accuracy of representation are positive for some and negative for others, suggesting that advertisers need to continue to work on delivering messages with appropriate ethnic representations.

- A bimodal distribution regarding representation issues further suggests that an integrated approach using both general market and ethnic-oriented media may be the most effective strategy to reach today's diverse consumers.

- As channels for reaching consumers expand, companies that support or sponsor ethnic group events are likely to be rewarded with more favorable attitudes by ethnic group members.