Journal of Advertising Research (JAR) (ISSN 0021-8499) is published quarterly by Warc % The Sheridan Press, 450 Fame Ave., Hanover, PA 17331 for The ARF. Periodicals postage paid at Hanover, PA and additional mailing offices. POSTMASTER: Send address changes to Warc, 2233 Wisconsin Avenue NW, Suite 535, Washington, DC 20007.

Annual subscription rates for Volume 55 (2015): Print and online: \$375, €350 or £237; Print only: \$350, €340 or £232; Online only: \$315, €300 or £207. A premium annual subscription is also available including online access to all issues published since January 2000: Premium print and online: \$750, €695 or £475; Premium online only: \$695, €645 or £445. Discounted prices are available to individuals and fulltime faculty members and students - please contact the publisher for rates. Member companies of the ARF receive a subscription to the Journal of Advertising Research as part of the membership fees.

JAR solicits original papers. Please refer to the Guidelines for Contributors inside this issue or at JAR's website. Manuscripts should be submitted online at www.editorialmanager.com/jar

JAR is an open forum. Publication in it implies no endorsement of the writer's purpose, methods, or views by Warc or The Advertising Research Foundation, its board of directors, or any of its councils or committees.

••••••

**Editor-in-Chief: Geoffrey Precourt** Executive Editors: John B. Ford Jenni Romaniuk

Contributing Editor: Douglas West



The ARF 432 Park Ave. South 6th Floor New York, NY 10016 (212) 751-5656 voice (212) 319-5265 fax www.thearf.org

© Copyright 2015 The ARF. All rights reserved.

No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from the World Advertising Research Center. Photocopying information for users in the U.S.A.: Copying for internal or personal use beyond that permitted by Sec. 107 or 108 of the U.S. Copyright Law is authorized for users duly registered with the Copyright Clearance Center (CCC) Transaction Reporting Service, provided that the appropriate remittance is paid directly to CCC, 222 Rosewood Drive, Danvers, MA 01923. Specific written permission must be obtained for all other copying.

SUBSCRIPTIONS & CUSTOMER SERVICE

Americas: Warc, 2233 Wisconsin Avenue, NW; Suite 535, Washington DC 20007, USA, Tel: (202) 778 0680, americas@warc.com

Rest of World: Subscriptions Dept, Marston Book Services Ltd, Unit 160, Milton Park, Abingdon, Oxfordshire, OX14 4SD, UK.

Tel. 44(0)1235 465574. Fax: 44(0)1235 465556.

Email: subscriptions@marston.co.uk.

General Enquiries: jar@warc.com.

To advertise in the JAR contact: Emma Kingham E-mail: emma.kingham@warc.com

PRINTED IN THE U.S.A.



www.JournalofAdvertisingResearch.com

## ADVERTISING RESEARCH FOUNDATION

**GAYLE FUGUITT • CEO & President** 

THOMAS M. HIGGINS . Chief Revenue Officer

AUGUSTINE FOU . Chief Marketing Science Officer

MITCH WEIN . Chief Creative Officer

CHRISTOPHER BACON • EVP, Global Research Quality & Innovation JASPER SNYDER • EVP, Research & Innovation: Cross-Platform & Media

HORST STIPP • EVP, Research & Innovation: Global & Ad Effectiveness

MICHAEL HEITNER • EVP, Member Needs & Value

MARC RAPPIN • EVP, Strategic Partnerships & Sponsorships

RACHAEL FEIGENBAUM • SVP, Content Curator & Producer

ANDREW COLEMAN . Director of Information Technology

NANETTE BURNS • Managing Editor, Journal of Advertising Research

## SENIOR ADVISORY BOARD

**Henry Assael** 

New York University

Les Binet

adam&eveDDB William Cook

e-Strategic Advantage

John Deighton

Harvard Business School

Gian Fulgoni

**Arthur Kover** Fordham University **Leonard Lodish** 

The Wharton School Joseph Plummer

Olson Zaltman Associates **Kate Sirkin** 

Starcom MediaVest

Jack Wakshlag

Ehrenberg-Bass Institute, North American Advisory Board

**Douglas West** 

King's College London Yoram Wind

The Wharton School

**Gerald Zaltman** 

Harvard Business School

Olson Zaltman Associates

## EDITORIAL REVIEW BOARD

**Avery Abernethy** Auburn University

**Dean Adams** 

Merton Adams

Anjali Bal

Babson College

Rajeev Batra University of Michigan

Virginia Beal

Ehrenberg-Bass Institute, University of South Australia

Fred K. Beard

University of Oklahoma

**Randall Beard** The Nielsen Co.

Enrique P. Becerra

Steven Bellman

Ehrenberg-Bass Institute, University of South Australia

Michael Beverland

RMIT University, Melbourne

Mike Bloxham

Frank N. Magid Associates

Artie Bulgrin **FSPN** 

Colin Campbell

Kent State University

Les Carlson

University of Nebraska

Albert Caruana University of Malta

**Larry Chiagouris** 

Pace University

George Christodoulides

Birkbeck, University of London

**Steve Coffey** The NPD Group, Inc.

C. Samuel Craig

New York University

Stephen Drummond

Young & Rubicam

John Eighmey

University of Minnesota Jaafar El-Murad

University of Westminster

**Thomas Evans** 

DTE Research, Inc.

**Colleen Fahey Rush** Viacom Media Networks

Janet Gallent

NBC Universal

Don Gloeckler The ARF-Consultant

Jeffrey Graham

Judy Harrigan Harrigan-Bodick

Janet Hoek University of Otago

**Nigel Hollis** 

Millward Brown

Rama K. Jayanti

Cleveland State University

**Rachel Kennedy** Ehrenberg-Bass Institute,

University of South Australia

Alexandra J. Kenyon Leeds Metropolitan University

**Scott Koslow** 

Macquarie University

**Deepak Kumar** 

Martin R. Lautman Musketeer Capital, LLC

**Omar Mahmoud** 

UNICEF

**Marc Mazodier** 

Hong Kong Baptist University

**Michael McCarthy** Miami University

**Altaf Merchant** 

University of Washington Tacoma

Francisco Montoro-Rios University of Granada

José-Domingo Mora

University of Massachusetts

Dartmouth

**Caroline Moraes** Coventry University

William T. Moran

Longman-Moran Analytics, Inc.

**Kathleen Mortimer** University of Northampton

Elissa Moses

Ipsos

**Peter Neijens** 

University of Amsterdam

**Kate Newstead** Mars. Inc.

Shintaro Okazaki

King's College London **Michael Parent** 

Simon Fraser University

**Brandon L. Paris** 

General Mills

**Leyland Pitt** Simon Fraser University

Kirk Plangger

King's College London **Gerard Prendergast**  **Lew Pringle** Mind/Matter

Stephen D. Rappaport

Stephen D. Rappaport Consulting

**Marla Royne Stafford** 

University of Memphis

**Sheila Sasser** Eastern Michigan University and University of Michigan

M. Kim Saxton

Kelley School of Business, Indiana University

**Donald E. Sexton** 

Columbia Business School

**Abdel Shaltoni** 

Alfaisal University, Riyadh **Byron Sharp** 

Ehrenberg-Bass Institute, University of South Australia

**David Stewart** 

Loyola Marymount University, Los

Ángeles Stan Sthanunathan

**Horst Stipp** 

The ARE

**Alice Sylvester** 

Sequent Partners

Isabelle Szmigin Birmingham Business School

**Thales Teixeira** Harvard Business School

**Duane Varan** 

Murdoch University

**David Waller** University of Technology, Sydney

**Bradley Wilson** 

**RMIT University** 

**Russell Winer** New York University

Leslie Wood

Nielsen Catalina Solutions **Bob Woodard** 

Deep Marketing Alliance, LLC

**Arch Woodside** Boston College

**Qingjiang Yao** 

Lamar University Lia Zarantonello

University of Bath

Hong Kong Baptist University