

Table of Contents

| | |
|--|----------|
| Preface | V |
| <i>Kostoula Margariti, Christina Boutsouki, Leonidas Hatzithomas, and Yorgos Zotos</i> A Typology of Minimalism in Advertising | 1 |
| <i>Simone Krouwer and Karolien Poels</i> Article or Ad? Readers' Recognition and Evaluations of Native Advertisements on Online News Websites | 17 |
| <i>Barbara Keller and Heribert Gierl</i> Can Advertisers Benefit from the Name-Letter- and Birthday-Number Effect? | 31 |
| <i>Ini Vanwesenbeeck, Suzanna J. Oprea, and Tim Smits</i> Can Disclosures Aid Children's Recognition of TV and Website Advertising? | 45 |
| <i>Ewa Maslowska, Edward C. Malthouse, and Vijay Viswanathan</i> Do Online Reviews Affect Customers Differently When They Are Actually Read? | 59 |
| <i>Benjamin Boeuf and Jessica Darveau</i> Don't Disturb the Dead: Consumers' Attitude toward Promotional Messages on Post-Mortem Facebook Pages | 71 |
| <i>Anneroo R. Smink, Eva A. van Reijmersdal, and Sophie C. Boerman</i> Effects of Brand Placement Disclosures: An Eye Tracking Study Into the Effects Of Disclosures and the Moderating Role of Brand Familiarity | 85 |
| <i>Alicja Grochowska and Andrzej Falkowski</i> External and Internal Context in the Coherence of Advertisement: An Empirical Study on the Affect to the Ad and Brand | 97 |

| | |
|--|-----|
| <i>JM Ausin-Azofra, Jaime Guixeres, Enrique Bigné, Mariano Alcañiz</i> Facial Expressions to Evaluate Advertising: A Laboratory versus Living Room Study | 109 |
| <i>Stefan Thomas and Heribert Gierl</i> High and Light, Dark and Heavy? Using Metaphoric Associations to Affect Perceptions of the Nutritional Content of Food Products | 123 |
| <i>Andreu van Hoof, Frank van Meurs, and Danique Spierts</i> In Arabic, English, or a Mix? Egyptian Consumers' Response to Language Choice in Product Advertisements, and the Role of Language Attitudes | 139 |
| <i>Alexander Tevi and Scott Koslow</i> In the Beginning Was the Word: Establishing the Foundations for Creativity Research in Rhetoric Theory | 155 |
| <i>Antonia Kraus and Heribert Gierl</i> Increasing Co-Product Evaluations by Using Integrative Logos | 169 |
| <i>Morteza Abolhasani and Steve Oakes</i> Investigating the Influence of Musical Congruity in Higher Education Advertising: A Genre Congruity Perspective | 183 |
| <i>Edith G. Smit, Claire M. Segijn, Wendalin van de Giessen, Verena M. Wottrich, Lisa Vandeberg, and Hilde A. M. Voorveld</i> Media Multitasking and the Role of Task Relevance in Background Advertising Processing | 197 |
| <i>Carina Havlicek and Eva Marckhgott</i> Nothing Beats Quality? The Influence of Consumer Testing Signs on the Evaluation of Print Ads | 213 |
| <i>Maja Arslanagic-Kalajdzic and Vesna Zabkar</i> Partnership in the Forefront: Advertising Agencies' Roles and Business Clients' Loyalty | 227 |
| <i>Salman Saleem and Jorma Larimo</i> Reflection of Values-Practices Inconsistency in Advertising from Finland | 237 |

| | |
|---|-----|
| <i>Fanny V. Dobrenova, Sonja Grabner-Kräuter, Sandra Diehl, and Ralf Terlutter</i> Salient Appeals in Advertising Promoting Breast Self-Examination and Mammography Examination | 253 |
| <i>Martina Manouras and Heribert Gierl</i> Should She Hold It or Should She Eat It? The Efficient Pose of Testimonials to Improve Perceptions of Tastiness of Food Products | 269 |
| <i>Marina Isabel Wieluch</i> When Risk Communication Messages Should Be Assertive: Differentiating the Moderating Effects of Perceived Issue Importance and Perceived Susceptibility | 283 |



<http://www.springer.com/978-3-658-18730-9>

Advances in Advertising Research VIII
Challenges in an Age of Dis-Engagement
Zabkar, V.; Eisend, M. (Eds.)
2017, XI, 293 p. 38 illus., Hardcover
ISBN: 978-3-658-18730-9