

EXECUTIONAL FACTORS AND ADVERTISING EFFECTIVENESS: A REPLICATION

David W. Stewart and Scott Koslow

ABSTRACT: This article reports a replication of the Stewart and Furse (1986) study of the influence of executional factors on advertising performance. Using a new set of 1,017 commercials, coded for content, the replication finds the original results reported by Stewart and Furse are highly robust. The use of a brand-differentiating message and a strong product focus continue to manifest a positive impact on measures of recall, comprehension, and persuasion.

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