

AMERICAN ACADEMY OF ADVERTISING EUROPEAN CONFERENCE
Universita Cattolica Del Sacro Cuore
Milan, Italy
June 4-6, 2010

PRELIMINARY SCHEDULE

AAA CONFERENCE BEGINS

FRIDAY June 4

8:30-9:00 **Opening Session**
Aula Pio XI

9:00-10:30
Session 1.1: Marketing Communication and Nutrition and Health Literacy
Aula S. Paolo

Adolescents' Perceptions of Healthy Eating and Attitudes toward Regulatory Measures: A Danish Hong Kong Comparison

Kara Chan, Hong Kong Baptist University
Gerald Prendergast, Hong Kong Baptist University
Alice Grohoj, Aafhus School of Business, Denmark
Tino Bech-Larsen, Aafhus School of Business, Denmark

A Cross-Cultural Analysis of the Determinants of Children's Food Preference and Demand Behavior

Catharine Curran, University of Massachusetts Dartmouth
Joel Bree, Rouen Business School

The Vegetable Divide: Advertising and Mass Communication's Impact on Dietary Guideline Knowledge

Wendy Macias, University of Georgia
Liza Lewis, University of Texas at Austin
Emily Jones, West Virginia University

Traditional and Emerging Forms of Advertising for Health Literacy Promotions in the U.S. and Europe

Kate Stam, University of Missouri
Elizabeth Gardner, University of Missouri
Ye Wang, University of Missouri
Shelly Rodgers, University of Missouri
Glen Cameron, University of Missouri

Moderator: Hye-Jin Paek, Michigan State University

Session 1.2: Special Topics – The Cultural Approach to Business Communication in Italian Companies: Emerging Issues and Challenges
Aula Pio XI

Chair: Edoardo T. Brioschi, Università Cattolica del Sacro Cuore, Milan

Panelists: Rossella C. Gambetti, Università Cattolica del Sacro Cuore, Milan
Roberto P. Nelli, Università Cattolica del Sacro Cuore, Milan
Fabrizio Bona, Consumer Market Communication Director, Telecom Italia
Andrea Imperiali, Image and Brand Communication Director, Pirelli
Giuseppe Lavazza, Vice-President and Strategic Marketing Director, Lavazza
Raffaele Pastore, Research Director, UPA
Giovanni Perosino, Communication Director Worldwide, Fiat Group
Silvio Santini, Head of Brand Mgmt, Group Identity and Communications, Unicredit

10:30-11:00 **BREAK**

11:00-12:30
Session 2.1: Special Topics – Perspectives on Global Marketing Communications in a Changing Media Landscape
Aula S. Paolo

Chair: Cynthia Morton, University of Florida

Panelists: Richard Beltramini, Wayne State University
Roxanne Hovland, University of Tennessee
Helen Katz, Starcom Mediavest Group
Kevin Keenan, The American University in Cairo
Marieke de Mooij, University of Navarra, Spain
Jon Morris, University of Florida
Attilio Redivo, Università Cattolica del Sacro Cuore, Milan

Session 2.2: Special Topics – To See Ourselves as Others See Us: Soft Power and Nation Branding
Aula Pio XI

Chair: Kim Sheehan, University of Oregon

Panelist: Charlie Robertson, University of Oregon

12:30-2:00 **Lunch**

2:00-3:30
Session 3.1: A Potpourri
Aula Pio XI

Who Really Runs the Program? The Role of Administration and Staff in Advertising Education

Gayle Kerr, Queensland University of Technology
Louise Kelly, Queensland University of Technology
Renee Cushway, Queensland University of Technology

Tania Campbell, Queensland University of Technology
Maree Whipps, Queensland University of Technology
Elyse Knowles, Queensland University of Technology
Maree Turner, Queensland University of Technology
Robyn Sinfield, Queensland University of Technology

A New History of the American Academy of Advertising

Jef Richards, University of Texas at Austin

Re-Touching Models in Advertising: Deceptive or Misleading and in Need of Warning Labels?

Steven Edwards, Southern Methodist University
Carrie La Ferle, Southern Methodist University

Introducing Jersey Sponsorship to American Sports Leagues: Lessons Learned from the European Market

Lance Kinney, University of Alabama

Communicating a Sponsorship Portfolio: Implications for Brand Personality

Pi-Hsuan Monica Chien, University of Queensland
T. Bettina Cornwell, University of Michigan
Ravi Pappu, University of Queensland

Moderator: Richard Beltramini, Wayne State University

Session 3.2: Special Topics – The Practical Implications of Advertising Openness
Aula S. Paolo

Chair: Barbara Phillips, University of Saskatchewan

Panelists: Paul Ketelaar, Radboud University of Nijmegen
Edward F. McQuarrie, Santa Clara University
Micael Dahlén, Stockholm School of Economics

3:30-4:00 **BREAK**

4:00-5:30

Session 4.1: Product Placement
Aula Pio XI

The Role of Consumers' Parasocial Attachment in Product Placement

Jose Dias,
Carmen Lages,
Jose Dias,

The Effects of Pre-Movie Priming: Implications for Cross-Cultural (Germany v. U.S.) Movie Marketing

Ute Ritterfeld, Technical University of Dortmund
Seung-a Jin, Boston College

Consumers' Knowledge and Beliefs of Editorial Product Placement: A Transatlantic Exploratory Study

Carrie Trimble, Drury
Chanin Peyton,

Moderator: Marla B. Royne, University of Memphis

Session 4.2: Special Topics – World Wide Wisdom: What to Teach Advertising Students to Prepare Them for Their Work in a Global Environment

Aula S. Paolo

Chair: Kim Sheehan, University of Oregon

Panelists: Marieke de Mooij, University of Navarra, Spain
Carrie LaFerle, Southern Methodist University
Emily Kahn, University of Oregon graduate

SATURDAY June 5

9:00-10:30

Session 5.1: Understanding Ads

Aula Pio XI

Understanding Advertisements, How Difficult Should It Be?

Kathleen Mortimer, Northampton University
Stephen Lloyd, AUT University

Region of Origin as an Advertising Copy Point: Perceptions of Europe from Western and Arab Worlds

Jim Pokrywczynski, Marquette University
Kevin Keenan, American University Cairo

American and British Magazine Advertising and the Pictorial Imperative

Roxanne Hovland, University of Tennessee
Carolyn McMahan, University of North Florida

Perceived Influence of Nonprescription Drug Advertising among Americans and Germans

Denise DeLorme, University of Central Florida
Jisu Huh, University of Minnesota
Len Reid, University of Georgia

Moderator: Scott Koslow, University of Waikato

Session 5.2: Special Topics – Expectations for Advertising Education
Aula S. Paolo

Chair: Jim Avery, University of Oklahoma

Panelists: Greg Taucher, DDB Worldwide
Vesba Zabjar, University of Ljubljana
Dejana Prnjat, Art Academy BK

10:30:-11:00 **BREAK**

11:00-12:30
Session 6.1: Special Topics – Sleeping Beauty: Global Advertising Self-Regulation Awakens
Aula Pio XI

Chair: Gayle Kerr, Queensland University of Technology

Panelists: Jim Avery, University of Oklahoma
Vesna Zabkar, University of Ljubljana

Session 6.2: Special Topics – Corporate Social Responsibility Activities in the USA, China and Europe
Aula S. Paolo

Chair: Neal Burns, University of Texas at Austin

Panelists: Kerstin Born, CSR Europe
Mette Morsing, Copenhagen School of Business
Bill Vaentino, Bayer, Tsinghua University
Francesco Perrini, Bocconi University
Roy Sosa, mPower Labs

12:30-2:00 **Lunch**

Afternoon **Special Event – Walking Tour of Milan**

SUNDAY June 6

9:00-10:30
Session 7.1: Advertising Management
Aula S. Paolo

Systems 1 and 2 Budgetary Choices

Douglas West, University of Birmingham

Where are the Women? Creative voice from Spain and the United States

Jean Grow, Marquette University
David Roca, Universitat Autònoma de Barcelona
Sheri Broyles, University of North Texas

Tobacco Control Strategies in Europe: A National-Level Analysis of What Works Best for Whom

Hye-Jin. Paek, Michigan State University
Thomas Hove, Michigan State University

Social Media (Web 2.0) to Physicians: Current Methods and their Future in the EU

Lea Prevel Katsanis, Concordia University
Lynda Maddox, George Washington University

Moderator: Douglas West, University of Birmingham

Session 7.2: Special Topics – Global Creativity Research in Advertising – 1 of 2
Aula Pio XI

Chair: Sheila Sasser, Eastern Michigan University
Scott Koslow, University of Waikato

Panelists: Douglas West, University of Birmingham
Lars Bergkvist, Stockholm University, Sweden
Arthur Kover, University of Fordham and University of Cambridge
Albert Caruana, University of Malta
Eric Haley, University of Tennessee
Margaret Morrison, University of Tennessee
Ronald Taylor, University of Tennessee
Mark Kilgour, University of Waikato
Andrea Scott, Pepperdine University

10:30-11:00 **BREAK**

11:00-12:30
Session 8.1: Insights into Consumers
Aula S. Paolo

Shopping On-Line: Cultural, Individual Characteristics, and Cross Country Differences

Marla B. Royne, University of Memphis
Nora Rifon, Michigan State University
Sungmi Lee, Michigan State University
Marko Grunhagen, Eastern Illinois University
Carl L. Witte, Roosevelt University

The Passive Shopping Stage: Keeping in Mind Brand Encounters

Anca Christina Micu, Sacred Heart

Consumer Skepticism and Attitudes toward Advertising: Cross-Cultural Analysis

Lutchyn Yuliya, University of Minnesota
Ron Faber, University of Minnesota
Giovanna Dell'Orto, University of Minnesota
Brittany Duff, University of Illinois

The Elaboration Likelihood Model in the New Millennium: An Exploratory Study

Gayle Kerr, Queensland University of Technology
Park Beede, Queensland University of Technology
Don Schultz, Northwestern University
William Proud, Queensland University of Technology

Moderator: Douglas West, University of Birmingham

Session 8.2 **Special Topics – Global Creativity Research in Advertising 2 of 2**
Aula Pio XI

Chair: Sheila Sasser, Eastern Michigan University
 Scott Koslow, University of Waikato

Panelists: Huw O'Connor, University of Waikato
 David Stewart, University of California Riverside, USA
 Hairong Li, Michigan State University
 Wenyu Dou, City University of Hong Kong
 Tat Chee Avenue, Hong Kong
 Guangping Wang, Pennsylvania State University
 Nan Zhou, City University of Hong Kong, Wuhan University
 Russ Merz, Eastern Michigan University
 John Rossiter, University of Wollongong
 Kiek Althuizen, ESSEC Business School Paris

12:30-2:00 **LUNCH**

2:00-3:30

Session 9.1: **Advertising Creative**
Aula Pio XI

Breaking Through Creativity Barriers in America and Britain: The Marketing Dilemma with Highly Creative

Scott Koslow, University of Waikato
Sheila Sasser, Eastern Michigan University

Cross-Cultural Differences in the Methods of Message Presentations of Highly Creative Commercials

Glynnis Johnson, New York University

Selling “the Beautiful Game:” Cultural Influences on U.S. and European Soccer Brand Advertising

Olaf Werder, University of New Mexico

Religious Symbolism in Italian Magazine Advertising: A Quantification of its Presence and Exploration of its Nature

Carlo Nardella, Università degli Studi di Milano

Moderator: Sheila Sasser, Eastern Michigan University

Session 9.2: Special Topics – Filling the Gaps or Plugging in the Holes? Introspection on Current Academic Research

Aula S. Paolo

Chair: Pat Rose, Florida International University

Panelists: Don Schultz, Northwestern University
Gayle Kerr, Queensland University of Technology
Phillip Kitchen, Hull University
Rosella Gambetti, Università Cattolica del Sacro Cuore
Dean Krugman, University of Georgia

3:30-4:00 **Closing Session**
Aula Pio XI

CONFERENCE ENDS