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ADVERTISING
ASIA-PACIFIC CONFERENCE 2011**

**CONFERENCE
PROGRAM**

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**AMERICAN ACADEMY OF ADVERTISING
ASIA-PACIFIC CONFERENCE
“THINKABOUT”
Queensland University of Technology
Brisbane, Australia
June 8-10, 2011**

CONFERENCE PROGRAM

TUESDAY June 7

**6:00-8:00 PM OPENING RECEPTION
GIBSON ROOM
10th Floor, Z Block, QUT
Sponsored by
Southern Methodist University**

WEDNESDAY June 8

**9:00-9:30 AM Opening Remarks
S403**

**9:30-10:30 Keynote – Don Morris AO, Chair of
Tourism Queensland**

10:30-11:00 Coffee Break

**11:00-12:30
Session 1.1
S403 Cause Related Advertising &
Corporate Social Responsibility**

The Interdependent Self as a Target of Cause-Related Marketing

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

Do Chinese Consumers Care about Corporate Social Responsibility (CSR)? Implications for Cosmetic Advertising Strategies in China

Shu-Chuan Chu, DePaul University
Jhieh-Syuan Lin, University of Texas-Austin

Effectiveness of a Video Dubbed into Luganda: Did it Encourage Positive Beliefs about Couple Testing

Jyotika Ramaprasad, University of Miami

Moderator: Yeo-Jung Kim, Southern Methodist University

Session 1.2

S409

Global and Local Strategies

Localizing Creative Advertising Strategy for Successful Global Brands

Seungho Cho, Soongsil University

An Seonkyoung, Media Research Lab

Luxury Branding on the Internet: Website

Characteristics, Country-of-Origin, & Cultural Context

En-Ying Lin, China University of Technology

Creative Characteristics of Celebrity

Endorsement in Korean and U.S. Prime Time

Nam-Hyun Um, University of Texas-Austin

Ji-Won Choi, Yonsei University

Eun Sook Kwon, University of Texas-Austin

Sojung Kim, University of Texas-Austin

Moderator: Kara Chan, Hong Kong Baptist University

Session 1.3

S410

Special Topics – Education and a University-Industry Partnership

Chairs: Don Schultz, Northwestern University
Gayle Kerr, Queensland University of Technology

Roger James, Australian Marketing Institute

Remy Brassac, Qld Chair, Communications Council

Rob Edwards, Australian Direct Marketing Association

Jon Wilkins, Naked Communications

12:30-2:00

LUNCH

2:00-3:30

Session 2.1

S403

IMC

The Evolution of IMC Theory

Don Schultz, Northwestern University

Sandy Moriarty, University of Colorado

IMC as an Innovation: Toward a Theory of Integrated Marketing

Kondo Kimihiko, Otaru University of Commerce

Clarke Caywood, Northwestern University

*From CM to CRM to CN2: A Research Agenda
for the Marketing Communications Transition*

Don Schultz, Northwestern University

Edward Malthouse, Northwestern University

Moderator: Irene Powell, Monash University

Session 2.2

S409

Product Placement & Sponsorship

*Product Placement Practices in Thai Television
Programs and Its Effects on Consumers in
Thailand*

Chompunuch Punyapiroje, Burapha University

*Changing a Sponsorship Alliance:
Communication Implications of Spontaneous
Recovery*

Anna McAlister, University of Wisconsin

Sarah Kelly, University of Queensland

Michael Humphreys, University of Queensland

T. Bettina Cornwell, University of Michigan

Moderator: Alice Kendrick, Southern Methodist
University

Session 2.3

S410

**Special Topics –New Directions in Environmental
Advertising and Green Marketing
Claims Research**

Chair: Les Carlson, University of Nebraska-Lincoln

Michael Jay Polonsky, Deakin University

Herb Rotfeld, Auburn University

3:30 – 4:00

Coffee Break

4:00 - 5:30

Session 3.1

S403

**Media Issues in Advertising:
Traditional to Facebook & Twitter**

*Online versus Traditional Media Advertising: An
Analysis of the Trends in Five Asia-Pacific Rim
Countries*

Dan Shaver, Jönköping International Business School

Mary Alice Shaver, Jönköping International Business
School

Interactive Digital Advertising vs. Virtual Brand Community in Facebook

Hsu-Hsien Chi, Shih Hsin University

Follow Me, We Will Be your Best Friends!: A Content Analysis of Global Brands Twitter Use in Korea

Eun Sook Kwon, University of Texas-Austin

Yongjun Sung, University of Texas-Austin

Moderator: Steve Dix, Curtin University

Session 3.2

S409

Factors Impacting Brand Attitude: Consumer Products & Agencies as Brands

Attitude Toward Brand: An Integrative Look at Mediators and Moderators

Manoochehr Najmi, Sharif University of Technology

Yashar Atefi, Sharif University of Technology

Seyed Alireza Mirbagheri, Sharif University of Technology

The Effect of Negative Publicity in Brand and Product Evaluation: An Empirical Study

Fang Liu, University of Western Australia

Ali Kanso, University of Texas - San Antonio

What Drives Perceptions of Advertising Services Values?

Ralitza Bell, Australian Catholic University

Moderator: Doug Lloyd, Auckland University of Technology

Dinner:

6.30-9.00pm

Stamford Plaza

Thursday

June 9

9:00- 10:30

Session 4.1

Creative Issues in Advertising

S403

Understanding the Underlying Drivers of Advertising Creativity

Sheila Sasser, Eastern Michigan University

Scott Koslow, University of Waikato

Mark Kilgour, University Waikato

Incubation: The Merits of Work-life Harmony to Creative Individuals in Advertising

Cheryl Chan, Nanyang Technological University
Celine Tham, Nanyang Technological University
Tsang Wing Han, Nanyang Technological University
Suwichit Chaidaroon, Nanyang Technological University
Yeoh Kok Cheow, Nanyang Technological University

Moderator: Petra Goor, Bond University

Session 4.2 Diverse Audiences & Attitudes
S409

Measuring Change in a Transitional Economy: Attitude Toward Advertising in Kazakhstan

Jami Fullerton, Oklahoma State University

Conveying Positivity or Negativity: An Exploratory Study of How Elderly Respond to Television Commercials

Daniel Ng, University of Oklahoma

Korean Children's Attitude and Skepticism Toward Online Advertising and Parental Mediation.

Wonsun Shin, Nanyang Technological University
Jisu Huh, University of Minnesota
Ron Faber, University of Minnesota

Moderator: David Waller, University of Technology Sydney

Session 4.3:
S410

Special Topics – Pharmaceutical Advertising in Asian Perspectives: Marketing, Consumer, and Public Health

Chair: Hye-Jin Paek, Michigan State University

P. Monica Chien, University of Queensland
Kara Chan, Hong Kong Baptist University
Carolus Praet, Otaru University of Commerce
Hyegyuu Lee, Michigan State University
Jisu Huh, University of Minnesota
Glen Cameron, University of Missouri

10:30 -11:00

Coffee Break

11:00 –12:30

Session 5.1

S403

**New Considerations in Advertising
Education & Research**

*Can We Teach Advertising Students How to
Think? Strategies to Engage Student Thinking*

Maria van Dessel, Queensland University of
Technology

Louise Kelly, Queensland University of Technology

*Measuring Literalism and Symbolism in
Advertisements: Scale Development and
Validation*

Maria van Dessel, Queensland University of
Technology

Moderator: Sheila Sasser, Eastern Michigan University

Session 5.2

S409

**Attitudes & Varied Appeal Types:
Anti-Secondhand Smoke, Sexist
Humor and Green Ads**

*Message Appeals, Cultural Characteristics, and
Audience Response to Anti-Secondhand Smoke
Ads*

Hye-Jin Paek, Michigan State University

Hyegyu Lee, Michigan State University

Thomas Hove, Michigan State University

*Predicting Green Advertising Attitude and
Behavior in South Korea: Utilizing a Modified
HBM*

Yeo-Jung Kim, Southern Methodist University

Hye-Jin Yoon, Southern Methodist University

*Reactions to the Sexist Humor in Advertising:
Selling Sexism under the Mask of Humor*

Nicoleta Groza, Autonomous University of Barcelona

Moderator: Jisu Huh, University of Minnesota

Session 5.3

S410

**Special Topics – Advertising and
Sustainable Growth**

Chair: Kara Chan, Hong Kong Baptist University

Hongxia Zhang, Peking University

Andy Wong, Hong Kong Baptist University

*Media for Communicating Information to
Difficult to Reach Landholder Segments*

Mark Morrison, Charles Sturt University

Jenni Greig, Charles Sturt University

David Waller, University of Technology, Sydney

Rod McCulloch, Sunshine Coast University

Moderator: Thomas Hove, Michigan State University

Session 6.3

S410

**Special Topics – We are the Future:
Insights from the Students of the
World**

Chairs:

Gayle Kerr, William Proud and Louise Kelly,
Queensland University of Technology

Jami Fullerton, Oklahoma State University

Kathleen Mortimer, Northampton University

Panel:

Pat Rose, Executive Director AAA

Mary Alice Shaver, Jönköping International Business
School

Don Schultz, Northwestern University

Students:

Anthea Flint, Jamie Poole and Sanpit Koke

Teekasub, Queensland University of Technology

Brad Epperley, Lisa Frein, Allison Mejia, Joshua

Oakes, Kayla Pattison, Greg Poindexter, Oklahoma
State University

Leanne Mascoll, Ben Rogers, Sam Moore,
Northampton University

10:30 -11:00

Coffee Break

11:00 – 12:30

S403

Industry Case Panel

Moderator: Bill Proud, Queensland
University of Technology

Rob Kent, CEO Publicis-Mojo Brisbane

Kurt Viertel, CEO Clemenger BBDO Brisbane

Rob Hudson, National Digital Director

George Patterson Y&R

Murray Berghan, Managing Partner, MAKE

Leigh Terry, Omnicom Media CEO

12:30 – 2:00

LUNCH

2:00-3:30

Session 7.1

S403

**Nation & Corporate Branding
Insights**

*Australia Tourism Advertising: A Test of the
Bleed-Over Effect Among U.S. Travelers*

Jami Fullerton, Oklahoma State University

Alice Kendrick, Southern Methodist University

*The Personality of Asia-Pacific Nations:
Perspectives of American College Students*

Young-A Song, University of Texas-Austin

Yongjun Sung, University of Texas-Austin

Federico de Gregorio, Akron University

*Not Global Anymore? A Longitudinal and Cross-
Cultural Analysis of McDonald's Commercials in
Korea*

Kwangmi Kim, Towson University

Ping Shaw, National Sun Yat-sen University

Hong Cheng, Ohio University

Moderator: Helen Stuart, Australian Catholic
University

Session 7.2

S409

**Case Panel: Globalization of our
Advertising Curriculum**

Chairs: Doug Lloyd and Andrew Parsons,
Auckland University of Technology

Dianne Slade, Edith Cowan University

Chris Marchegiani, Curtin University

Irene Powell, Monash University

Andrew Paltridge, Queensland University of Technology

Session 7.3

S410

**Special Topics - Winning in the
Google Online Marketing Challenge**

Chair: Peter Ling, RMIT Melbourne

Jamie Murphy, Murdoch Business School

Chia Yao Lee, Deakin University

Kevin Reid, Macquarie University

3:30 – 4:00

Conference Wrap Up

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Special thanks to our biggest supporter,
Robina Xavier, Head of School
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MyOpinions Pty Ltd

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Pearson Australia

Cengage Learning

Coca-Cola Amatil

Tourism Queensland

L'Oreal Australia

Rhys Amery, Graphic Design

Visit the Display Room, S405.

CONGRATULATIONS TO THE AAA AWARD WINNERS!

Winners of a 2011 AAA Research Fellowship Grant

Monica Chien and Sara Kelly
University of Queensland

"When sponsors should jump ship: An investigation of the impact of sports scandal upon sponsoring brands and sport."

Winners of the ANZAA National Student Competition 2010

Queensland University of Technology –
Squid Ink

Vanessa Davey
Kelsey Flint
Nicole Haupt
Michael Hogg
Ashley Istria
Nicole Sosnowski
Christopher Thompson
Phoebe Woodward
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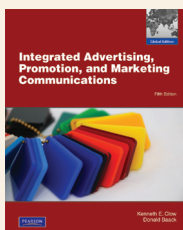
Principles and Practice of Advertising

*William Wells, Ruth Spence-Stone,
Robert Crawford, Sandra Moriarty
& Nancy Mitchell.*

Advertising: Principles and Practice 2nd edition is the only practical, applied guide to the real world of advertising in Australasia showing how and why effective advertising is achieved. The new edition presents completely updated award-winning examples and the latest research on the expanding array of advertising methods available to advertisers. Consumer behaviour, measuring, planning and executing effective advertising, getting the right kind of attention and a wide range of ethical and sustainable issues are comprehensively covered.

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- Part 1: Foundations
- Part 2: Planning and strategy
- Part 3: Effective advertising media
- Part 4: Creative advertising and effective advertising



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Find out more -
<http://tiny.cc/Clow5e>

Integrated Advertising, Promotion, and Marketing Communications, 5th edition

Kenneth Clow & Donald Baack

The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing students with the information they need to understand the process and benefits of successful IMC campaigns.

The fifth edition brings the material to life for students by incorporating professional perspectives and real-world campaign stories throughout the text.

Contents

- Part 1: The IMC Foundation
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- Part 3: IMC Media Tools
- Part 4: IMC Promotional Tools
- Part 5: IMC Ethics, Regulation, And Evaluation

Like to see an inspection copy?

Please send details of the text and the subject you are considering the text for (including subject name, code, semester and enrolment) to marketing@pearson.com.au



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LABCOM is a University research center on business communication directed by prof. Edoardo Teodoro Brioschi since its constitution in 1998.

The center promotes and carries out empirical research on several topics of business communication, collaborating actively with both academicians and scholars of other international universities and with companies, advertising and media agencies, as well as public relations agencies.

LABCOM launched in 2008 the scientific journal **Communicative Business. Italian Research Review on Business Communication**, aimed at contributing to knowledge advancement on business communication in all its integrated aspects.

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