

# AMERICAN ACADEMY OF ADVERTISING

John Asquaga's Nugget Hotel

Reno, Nevada

March 30 – April 2, 2006

## CONFERENCE PROGRAM

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### PRE-CONFERENCE SESSION I

#### *CREATIVITY RESEARCH IN ADVERTISING*

(Central Pacific ABC – 3<sup>rd</sup> Floor) - Separate registration

#### THURSDAY, MARCH 30

**8:00-8:30 Opening Remarks: The Importance of Interdisciplinary Creativity** ..... 1  
Sheila Sasser (Eastern Michigan University)  
Scott Koslow (University of Waikato)

**8:30-9:15 Keynote: The Research Mandate in Advertising Creativity**  
Moderator:  
Scott Koslow (University of Waikato)  
David W. Stewart (University of Southern California)  
Heather Wan (University of Southern California)  
Yan Cheng (University of Southern California)

**9:15-9:30 Coffee Break**

**9:30-10:45 Frameworks for Understanding Creativity**  
Moderator:  
Sheila Sasser (Eastern Michigan University)

#### *Creativity Research Frameworks*

Jaafar El-Murad (University of Westminster, United Kingdom)

#### *Is Advertising Creativity Primarily an Individual or a Social Process?*

Bruce Vanden Bergh (Michigan State University)  
Mark Stuhlfaut (Michigan State University)

#### *Risk, Trust and Creativity*

Hugh Cannon (Wayne State University)  
Sheila Sasser (Eastern Michigan University)  
Edward Riordan (Wayne State University)

**10:45-11:00 Creativity Break**

**11:00-12:00 Measuring and Applying Creativity Research**  
Moderator:  
Scott Koslow (University of Waikato)

*Briefing the Big Winners: An Analysis of Creative Briefs from Clio-Winning Agencies*

Lisa Duke Cornell (University of Florida)  
Avery Abernethy (Auburn University)  
Ziad Ghanimi (University of Florida)  
John Sutherland (University of Florida)

*Making Creative Judgments: Processes and Practices of Advertising Award Shows*

Douglas West (University of Birmingham United Kingdom)  
Janine Stiles (Henley Management College)

**12:00-1:15 Lunch at Hotel Restaurant** (Informal Creativity Luncheon Roundtables – On Your Own)

**1:15-3:00 Global and Holistic Approaches to Creativity**

Moderator:  
Hugh Cannon (Wayne State University)

*Because you can't research everything - the creative dilemma and the real reasons for real bad advertising*

Herbert Jack Rotfeld (Auburn University)

*Getting Published in Creativity Research*

Brian Till (St. Louis University)

*Where Do We Go From Here?: Let's Get Creative in Developing Strategies for Researching Advertising Creativity*

Sheila Sasser (Eastern Michigan University)  
Scott Koslow (University of Waikato)

*Global Opportunities for Future Creativity Research Initiatives*

Frank Cutitta (The Center for Global Branding)  
John Holmes (International Advertising Association)

**3:00-3:15 Tea Interval**

**3:15-4:45 Creativity Thinking Processes**

Moderator:  
Scott Koslow (University of Waikato)

*Systemic Inventive Thinking Interactive Exercise – Is it Possible to Crack the Code Analyzing Great Ideas?"*

Mark Kilgour (University of Waikato)  
Amnon Levav (Managing Director, SIT Corporate, Israel)  
Yoni Stern (Managing Director, SIT USA)

**4:45-5:45 Roundtables Identifying Creativity Research Streams and Agendas**

**5:45-6:00 Closing Remarks: Future Directions of Creativity Research**

Sheila Sasser (Eastern Michigan University)  
Scott Koslow (University of Waikato)

## **PRE-CONFERENCE SESSION II**

### ***SPONSORSHIP-LINKED MARKETING COMMUNICATIONS***

**(Southern Pacific E – 3<sup>rd</sup> Floor) – Separate registration**

**THURSDAY, MARCH 30**

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T. Bettina Cornwell (The University of Queensland)

**8:15-10:00**

*Don't Stop Thinking About Tomorrow*  
Helen Katz, (Starcom Mediavest Group)

*Leverage Strategy of Athens Olympic*  
Hairong Li (Michigan State University)

*Strategic Partnerships between Nonprofits and For-profits: What Should Nonprofits Know?*  
Sejung Marina Choi (University of Texas at Austin)

**10:00-10:30 Coffee and Tea Break**

**10:30-12:00**

*Male Youth, Extreme Sports, and the Gendering of Smoking: A Case Study of Export 'A' Brand Marketing in Canada*  
Timothy Dewhirst (University of Saskatchewan)

*The Role of Title Sponsorships and Brand Activation in Developing Brand Distinctiveness and Concreteness*  
Kirk Wakefield (Baylor University)  
Chris Pullig (Baylor University)

*Sponsorship as Leader in the Quiet Indirect Marketing Communication Revolution*  
T. Bettina Cornwell (The University of Queensland)  
Lynn Kahle (University of Oregon)

*Panel Discussion: Theory, Research, Practice and Policy: What is Needed and What is Next?*  
Lance Kinney (University of Alabama)  
Rick Pollay (University of British Columbia)  
Nora Rifon (Michigan State University)  
Dennis Sandler (Pace University)

**AAA CONFERENCE BEGINS**

**THURSDAY, MARCH 30**

**Executive Committee** (Boardroom)

**4:00-6:30 Registration** (hallway, Pavilion A - 2nd floor)

**5:30-7:00 Opening Reception** (Pavilion A – 2<sup>nd</sup> floor)  
Sponsored by John Asquaga's Nugget Hotel

**FRIDAY, MARCH 31**

**7:30-8:30 First Timers' Breakfast** (Genoa – 2<sup>nd</sup> floor)  
*Sponsored by the Portfolio Center*

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Janet Kestin (Chief Creative Officer of Ogilvy & Mather)	
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Coffee Break sponsored by Deer Creek Publishing	
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<b>6:30 -7:30 Reception</b> (Poolside Terrace -5th floor)	
Reception sponsored by Michigan State University	
<b>7:30 Dinner</b> (Poolside Terrace -5th floor)	

## SATURDAY, APRIL 1

**Past-Presidents' Breakfast** (Capt. Cook's Cabin - lobby level inside Trader Dick)

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**10:00-10:30 Exhibits/ Coffee Break /Conference HQ** (Southern Pacific AGBCD -3rd floor)  
Coffee Break sponsored by M. E. Sharpe

**Membership Committee** (Boardroom)

**10:30-12:00**

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Bruce Bendinger (The Copy Workshop)  
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Connie Frazier (AAF)  
Mary Warlick (One Club)

**12:00 Luncheon** (Poolside Terrace -5th floor)

**Key Note Speaker: Robert L. Barocci, President & CEO, The Advertising Research Foundation**  
**Table Topics: “Lunch with Editors: Informal Meeting for Doctoral Students and New Scholars”**  
Herbert Jack Rotfeld, Editor, Journal of Consumer Affairs  
Russell N. Laczniak, Editor, Journal of Advertising

**1:30-3:00**

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Charles R. Taylor (Villanova University)

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Ralf Terlutter (Saarland University)

Sandra Diehl (Saarland University)

K. Tim Wulfemeyer (San Diego State University)

James Rada (Howard University)

Shintaro Okazaki (Universidad Autónoma de Madrid)

Kyung Hoon Kim (Changwon National University)

Eun Ju Ko (Yonsei University)

**3:15– Depart for Evening Event - Lake Tahoe dinner cruise aboard The Tahoe Queen**

Reception sponsored by Florida International University

(return to hotel at approximately 9:00 PM)

**SUNDAY, APRIL 2**

**8:00 –9:30**

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Mike McDowell (Greg Mason Advertising)	
Connie Frazier (American Advertising Federation)	
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Yunjae Cheong (University of Texas)	
John D. Leckenby (University of Texas)	

## **CONFERENCE ENDS**

**See you next year, April 12-15, 2007,**

**At the**

**Sheraton Burlington Hotel and Conference Center**

**In Burlington, Vermont**