

Ralf Terlutter / Sandra Diehl / Shintaro Okazaki (Eds.)

Advances in Advertising Research (Vol. 1)

GABLER RESEARCH

European Advertising Academy



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The objective of the European Advertising Academy (EAA) is to provide a professional association to academics and practitioners interested in advertising and its applications that will promote, disseminate and stimulate high quality research in the field.

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The European Advertising Academy (EAA)

The objective of the European Advertising Academy (EAA) is to provide a professional association to academics and practitioners interested in advertising and its applications that will promote, disseminate and stimulate high quality research in the field. The association particularly serves as a meeting and communication forum for its members. It offers a network for the exchange of knowledge on an international level and constitutes a framework allowing for a better dissemination of information on research and teaching.

The EAA is closely related to the yearly **International Conference on Research in Advertising (ICORIA)**. The purpose of the conference is to create a forum where people studying advertising in the academic world could exchange ideas, and where they could meet with practitioners who have experience with advertising in the commercial world.

Every natural person that is professionally concerned with or interested in research or teaching in the field of advertising is, irrespective of nationality, eligible to become a full member of the organisation.

The EAA was founded in 2005. The current board members are: Peter Neijens (president, University of Amsterdam), Ralf Terlutter (president elect, University of Klagenfurt), Flemming Hansen (past president, Copenhagen Business School), Sandra Diehl (treasurer, University of Klagenfurt), Robert Heath (School of Management, Bath), Shintaro Okazaki (publication manager, Autonomous University of Madrid), Patrick de Pelsmacker (University of Antwerp) and Edith Smit (information manager, University of Amsterdam).

For further information please visit our website: www.icoria.org

Preface

We are pleased to introduce a new series focusing on advertising and communication from an international perspective. This book is the first volume in a series entitled *Advances in Advertising Research*, published by the EAA (European Advertising Academy). New volumes in this series will appear on an annual basis.

Research on advertising, branding and communication from an international perspective is essential in the face of the growing globalisation of markets, which requires academics and practitioners to take an increasingly international orientation in developing communication policies. Researchers as well as advertisers and marketers are confronted with an expanding, and above all changing, variety of both traditional and new media available for communication purposes, among them, advergames, mobile marketing and viral marketing. The goal of this book is to advance, from an international orientation, more systematic research in these fields.

Renowned communication researchers from around the globe have contributed to the making of this book. Contributors originate from countries throughout Europe, as well as from the U.S., Asia, Africa, and Australia. This international mix of authors offers the reader a comprehensive overview of current thinking and cutting-edge research in the area of international advertising and communication. The book includes cross-cultural investigations as well as studies representing the respective countries of the researchers. The contributions are selected expanded papers from the 8th ICORIA (International Conference on Research in Advertising; www.icoria.org), which took place at the Alpen-Adria University of Klagenfurt, Austria, in 2009.

The book addresses a number of important areas of communication research: strategic issues in advertising, branding and communication; advertising and communication content; the innovative fields of advertising and computer games (advergames), as well as advertising, branding and communication on the Internet; gender issues in advertising, branding and communication; communication and new media; international advertising and, finally, media placement,

brand placement, public relations and viral marketing. Despite of the great variety of issues covered, all papers are united in their desire to move international communication research forward.

We wish to thank all the authors for their willingness to contribute to this endeavour. We also want to express our gratitude to Simone Hochegger and Susanne Ortner from the Alpen-Adria University of Klagenfurt who handled the formatting of the book. It is our hope that readers find the book both enjoyable and stimulating. If the material presented in this book generates constructive debates and subsequent investigations, then we have accomplished our goal.

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