

# Consensus Project

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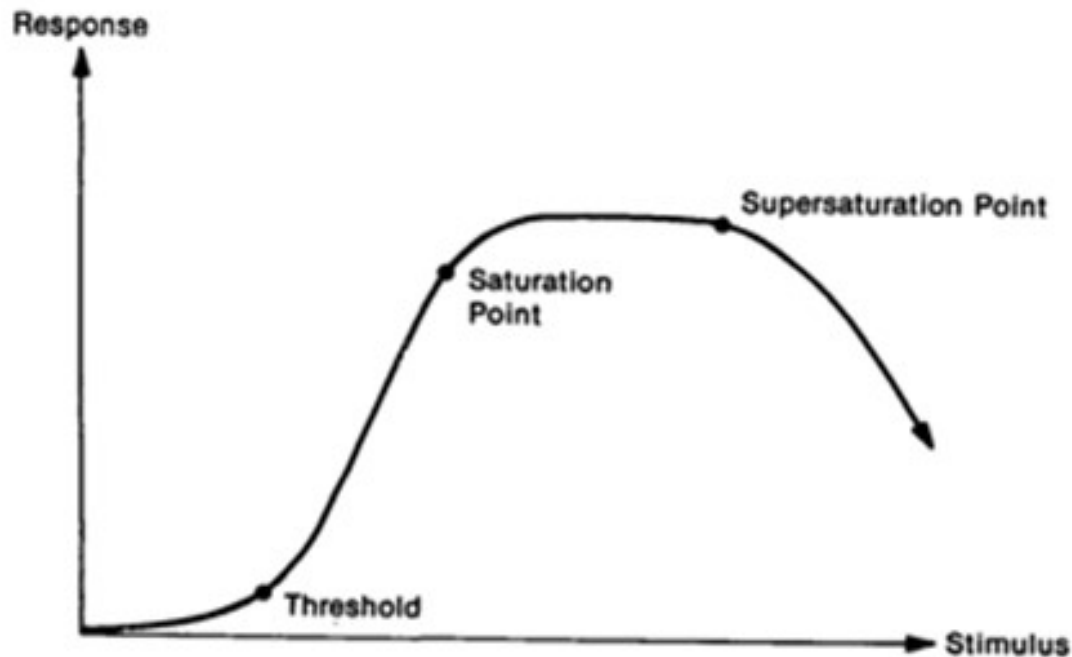
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# Overview

- Advertising Research Empirical Generalizations
- Branding as foundation of modern business communications
- Media effects models (general to specific)
- Content analysis systematic review using MIPS frameworks rather than simple descriptions
  - Show where research has informed MIPS
  - Identify gaps and propose research agenda

# Advertising Empirical Generalizations



The advertising response curve is "convex"—the greatest marginal response is from the first exposures. As the number of cumulative exposures in a period increases, the marginal effect of the advertising drops.

Wind Y, Sharp B. Advertising Empirical Generalizations: Implications for Research and Action. *Journal of Advertising Research*. 2009;49(2):246-252.

# Other generalizations

- Brand advertising often has a pronounced short-term sales impact (as shown in single-source data). This impact decays over time. The most dramatic influence on short-term effect is creative copy.

# What is a brand?

*A **brand** is the set of **expectations, memories**, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer...does not pay a premium, make a selection or spread the word, then no brand value exists for that consumer.*

-Seth Godin

[http://sethgodin.typepad.com/seths\\_blog/2009/12/define-brand.html](http://sethgodin.typepad.com/seths_blog/2009/12/define-brand.html)

# What is branding?

***Branding** is the art of aligning what you want people to think about your company with what people actually do think about your company. And vice-versa.*

-Jay Baer  
President

Convince and Convert LLC

<http://www.convinceandconvert.com/>

# Cultivation Theory

## New York Marathon Sponsors



Beer = healthy beverage enjoyed by elite athletes

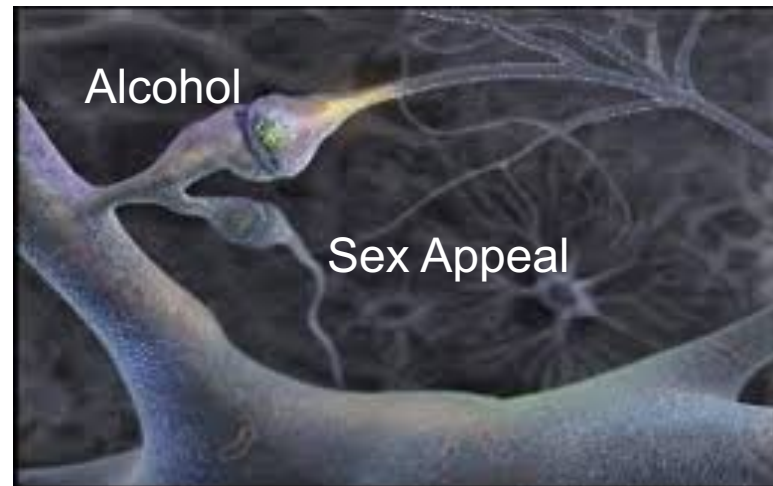


# Priming Theory

- memory is organized in an information-processing network
- related concepts are stored in nodes close to each other
- Stimulation of one node activates adjacent nodes
- We measure priming using the word associations and recall speed

SEE:

Dunn ME, Yniguez RM. Experimental demonstration of the influence of alcohol advertising on the activation of alcohol expectancies in memory among fourth- and fifth-grade children. *Experimental and Clinical Psychopharmacology* 1999;7:473-483.

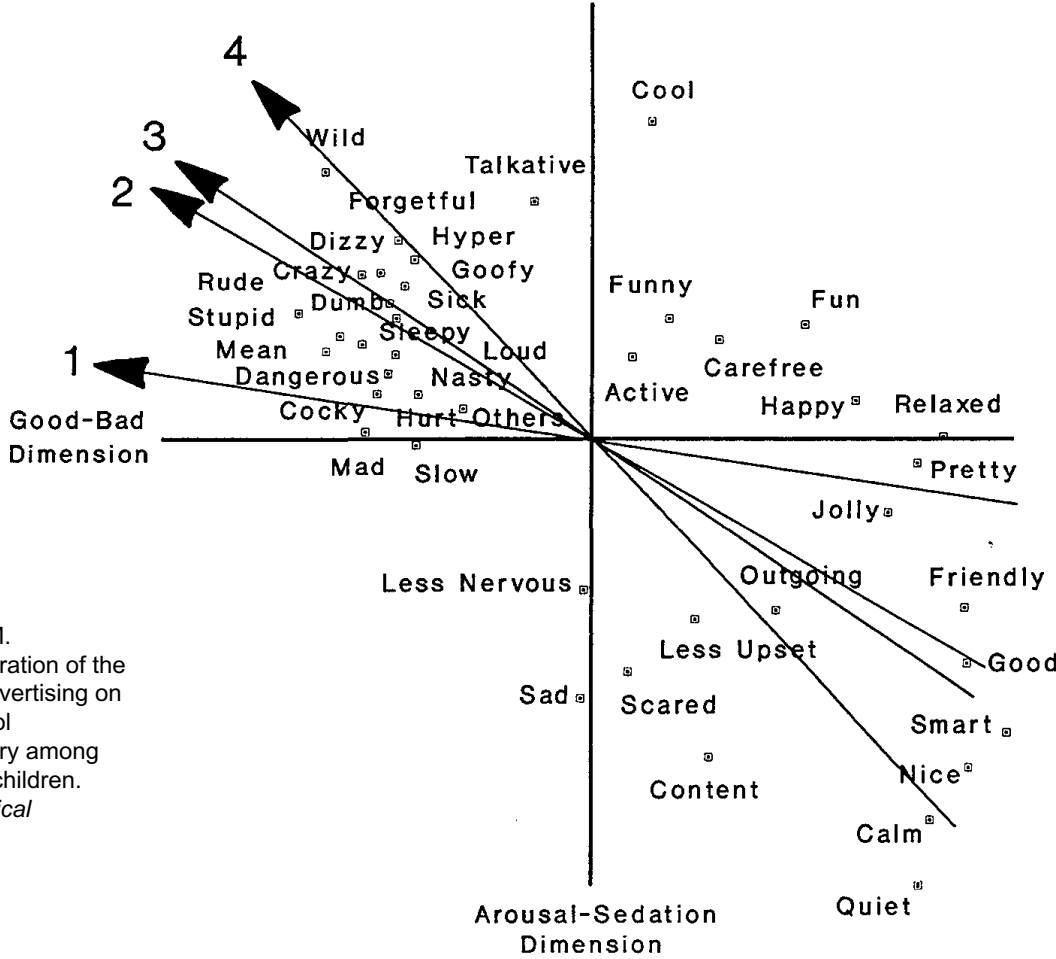


# Priming Alcohol Expectancies

- Expectancies
  - Expectancies are a memory process that prepare a organism to respond to future stimuli
- Alcohol expectancies<sup>a</sup> predict drinking behavior
  - Alcohol is a Powerful Agent That Makes Global, Positive Transformations of Experience (Scale 1)
  - Alcohol Can Enhance or Impede Social Behavior (Scale 2)
  - Alcohol Improves Cognitive and Motor Functioning (Scale 3)
  - Alcohol Enhances Sexuality (Scale 4)
  - Alcohol Leads to Deteriorated Cognitive and Behavioral Functioning (Scale 5)
  - Alcohol Increases Arousal (Scale 6)
  - Alcohol Promotes Relaxation (Scale 7)

<sup>a</sup>Christiansen BA, Smith GT, Roehling PV, Goldman MS. Using alcohol expectancies to predict adolescent drinking behavior after one year. Journal of consulting and clinical psychology. 1989;57(1):93-99.

# Priming Experiment



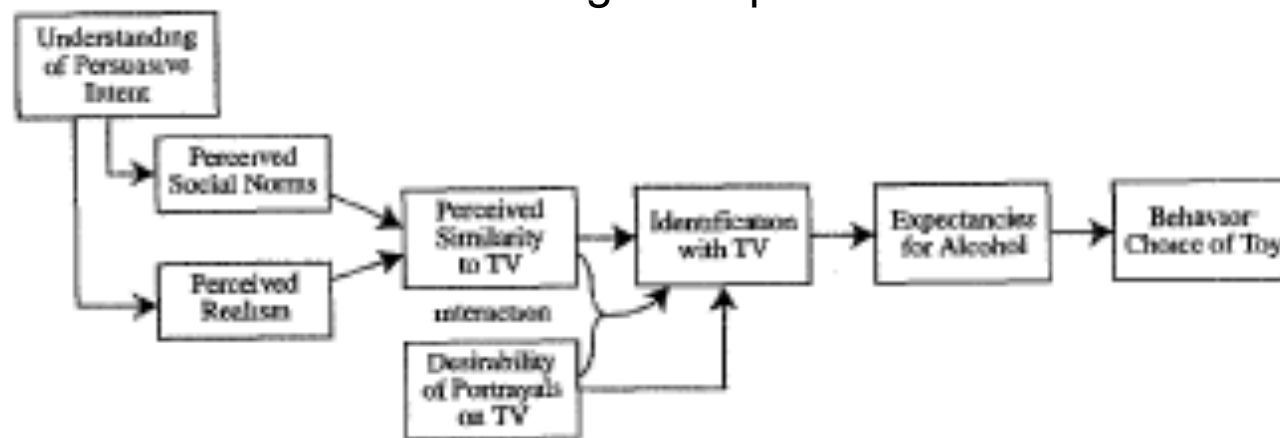
Dunn ME, Yniguez RM.  
 Experimental demonstration of the influence of alcohol advertising on the activation of alcohol expectancies in memory among fourth- and fifth-grade children.  
*Experimental and Clinical Psychopharmacology*.  
 1999;7(4):473-483.



# Advertising works by

- Simulating direct exposure to alcohol use and priming expectancies among those who identify with the advertisement

Message Interpretation Process Model



Austin EW, Johnson KK. Immediate and Delayed Effects of Media Literacy Training on Third Graders' Decision Making for Alcohol. *Health Communication* 1997;9:323-349.

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# Model-based Content Research Review

- Classify studies into:
  - Purely descriptive
  - Model-based (cultivation theory, priming theory, expectancies theory, MIPS)
  - Summarize results from the different studies and set directions for future research