Consensus Project
Kickoff Meeting · Atlanta, GA · November 3, 2017

Craig S. Ross, PhD, MBA

Epidemiology Department Boston University School of Public Health
Funding and Disclosures

- This presentation was supported by grant AA021347, James Sargent, PI.

- The author has no financial conflicts of interest to disclose
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
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.


**Boston University** School of Public Health
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

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:
Primed Alcohol Expectancies

- Expectancies
  - Expectancies are a memory process that prepare an organism to respond to future stimuli

- Alcohol expectancies\(^a\) 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)


Boston University School of Public Health
Primming Experiment

Advertising works by

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

Message Interpretation Process Model


Boston University School of Public Health
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