

THE RELATIONSHIP BETWEEN JOINT ADVERTISING AND THE EFFECTS OF ADVERTISING

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ABSTRACT

In this article ,we want to investigate the effectiveness of advertising alliances (in which two brands from different product categories are featured together in an advertisement ,we called it “ Joint Advertising ”) for introducing the two brands. We identify degree of complementarity between the featured products ,type of differentiation strategy (common versus unique advertised attributes) ,and type of ad processing strategy (Top-Down or Bottom-Up) as important factors in determining ad effectiveness. The conceptualization captures the effects of these factors on brand awareness ,brand beliefs ,brand attitudes ,and product association. The article was tested in an experiment using print advertisement to manipulate the three factors in condition of high consumer involvement. The results show an interesting pattern of interactions among the factors ,which has important implications for managers to seek corporate partner. The hypotheses were tested using a 2*2*2 between subjects experimental design with two levels of complementarity (high and low) , two types of ad processing strategy (Top-Down and Bottom-Up), and two levels of advertising differentiation (un-differentiated and differentiated) . Three independent variables were manipulated by producing eight different color advertisements. Four hundred subjects (came from three universities) participated in the study ,with fifty subjects in each cell. Forty-one did not complete the dependent measures, which left 359 usable responses. The analysis method we used was MANOVA ,and the first step in hypothesis testing was to examine whether any of covariates (ad involvement ,ad attitudes ,and the brand attitudes before joint advertising). The study results showed the interaction between complementarity and differentiation attributes for the major product was not significant. But for the joint product ,the effectiveness of “ brand beliefs ” was significant. The interaction between complementarity and ad processing strategy for the two featured products was not significant. Key Words : Brand awareness, Brand beliefs, Brand attitudes, Product associations

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