Cross-media Advertising: Brand Promotion in an Age of Media Convergence

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Hilde Voorveld, Edith Smit, and Peter Neijens

Chapter Objectives
1. To understand the concept of cross-media advertising
2. To understand the reasons why advertisers choose to use multiple media in a campaign
3. To learn about the theoretical processes underlying cross-media synergy
4. To understand how the factors fit, sequence and multitasking influence cross-media synergy
5. To learn about cross-media research in the field and identify its strengths and weaknesses

9.1 Introduction

Media convergence provides advertisers with complex challenges. Target groups are fragmented because of the enormous growth in media outlets. Consumers are less attentive because of media multitasking, and more selective because of interactive and "on demand" media options, making it easier than ever to avoid advertising. It is, therefore, increasingly difficult for marketers to reach their target groups, attract attention to their messages, and generate advertising effects.

Cross-media advertising—advertising in which more than one medium platform is engaged in communicating related brand content—is one way advertisers have responded to these challenges. In cross-media campaigns, advertisers seek to maximize the effectiveness of their budgets by exploiting the unique strength of each medium and by taking advantage of cross-media synergies. As Ephron (2000,

H. Voorveld (✉) • E. Smit • P. Neijens
The Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Kloveniersburgwal 48, 1012 CX Amsterdam, The Netherlands
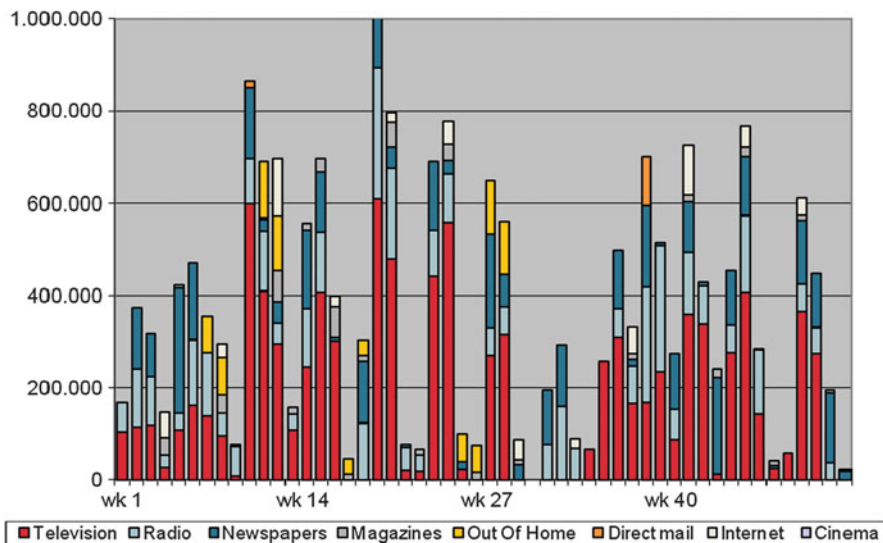e-mail: H.A.M.Voorveld@uva.nl; E.G.Smit@uva.nl; P.C.Neijens@uva.nl

Fig. 9.1 Media expenditures of an automobile brand (52 weeks)

p. 10) succinctly put it: "Old media planning was about picking individual media. New media planning is about picking combinations of media."

One of the biggest questions in cross-media advertising is how each medium in a cross-media campaign not only adds to but also enhances the contribution of the other media. This question is driven by the potential existence of synergy (Naik and Raman 2003).

This chapter aims to provide the reader with insight into cross-media advertising in practice, the reasons for choosing cross-media advertising, the theoretical processes underlying cross-media synergy, the multitasking consumer, and research into the reach and effects of cross-media advertising.

9.2   Cross-media Advertising in Practice

Figure 9.1 shows the advertising expenditures of an automobile brand in the Netherlands over a 1-year period. For each week of the year, we can see the amount of money spent on advertising in different media. The figure shows that this brand advertises on TV, radio, and the Internet, in newspapers and magazines, with out-of-home advertising, and via direct mail. In other words, the brand is a cross-media advertiser spending its money on multiple media, even in the same week.

The degree to which brands use different media in their campaigns varies. A study by Klausch et al. (2010) into the share and composition of 2,569 campaigns in the Netherlands (all in 2007) showed that about 40 % were cross-media campaigns. One-third of the campaigns used two media, 17 % three, 7 % four, and in the other campaigns more than four media were used. The most popular combinations were
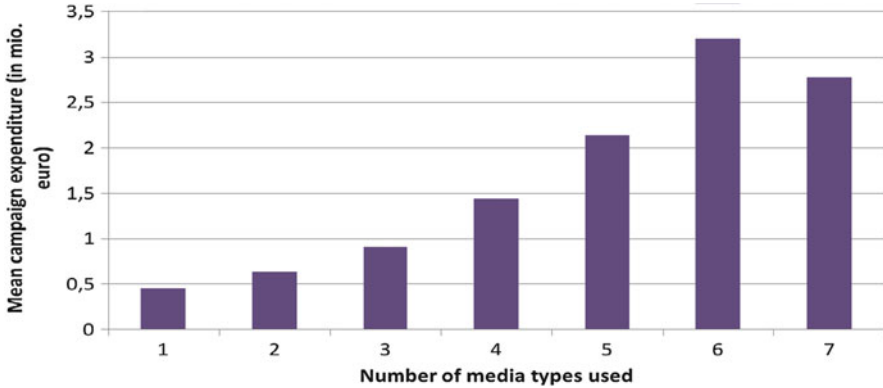
Fig. 9.2 Relationship between number of media used in the campaign and campaign expenditures

television and magazines (8 %), TV and radio (6 %), TV, radio, and newspapers (3 %), and TV and newspapers (3 %).

Figure 9.2 shows that campaigns in which more media are used are more expensive; putting it the other way around, more expensive campaigns are more likely to use multiple media.

The number of media used in campaigns differs across industry sectors. Cross-media campaigns are especially popular in the car and motorcycle, telecom, and ICT markets. On the other hand, cross-media campaigns are less popular in campaigns for detergents, luxuries, textile, shoes, body care, and food.

9.3   Reasons for Choosing Cross-media Advertising

Why are cross-media campaigns so popular? In this section, four reasons for the use of multiple media in a campaign will be discussed:
1. Target group extension
2. Complementary effects
3. Repetition
4. Synergy

9.3.1   Target Group Extension

Probably the most common reason for choosing multiple media in a campaign is target group extension: by using multiple media, a campaign can reach a larger part of the target group (Bronner et al. 2003).
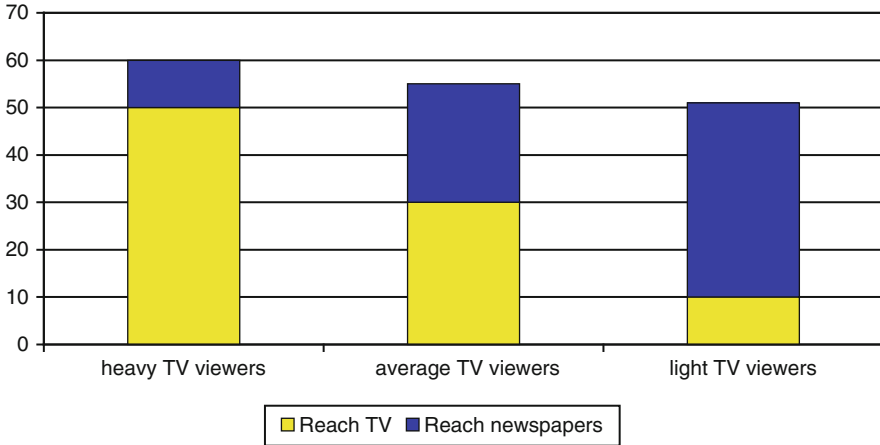
Fig. 9.3 Illustration of target group extension: reach of TV and newspapers for heavy, average, and light TV viewers

An example of a cross-media campaign aimed at target group extension was an advertisement for vodka that appeared on TV as well as in print media (Bronner 2006). These different media were selected because of the wish to reach different targets groups: the print media would reach people who were not regular TV viewers. This is illustrated by Fig. 9.3 (fictitious example).

9.3.2 Complementary Effects

When different media are combined in a campaign, the campaign can profit from the strength of each of the media: media may complement each other (Dijkstra et al. 2005). Such complementarities can be based on objective media characteristics, such as modalities or pacing. For example, when looking at or reading magazine ads, people have control over the moment and speed of information transfer (internal pacing) which allows larger texts to be processed; with television ads, on the other hand, the pace and moment are externally controlled. Complementarities can also be based on how people experience advertising in the different media. For example, advertising on television excels at conveying emotions, outdoor advertising is particularly suited for raising awareness, print is primarily experienced as a medium for providing information, and the internet scores high in providing information, feedback, and possibilities for transaction (Bronner and Neijens 2006). The campaign for the Dutch genever Hooghoudt, for example, was inspired by a search for complementary effects. The print ad showed the brand, the copy text read "bold men are better lovers," and included a URL for more information on the internet (Bronner 2006).

9.3.3   Repetition

To maximize the effects of advertising, people may need to be repeatedly exposed to the same message. However, at a certain moment, people get used to a message and wear-out occurs. This means that people get annoyed and that the effectiveness of an advertisement no longer increases. Several studies have underlined the negative effect of repetition, conceptualizing it with the *Differential Attention Hypothesis* (Unnava and Burnkrant 1991) and the *Repetition Variation Theory* (Stammerjohan et al. 2005; Yaveroglu and Donthu 2008). Cross-media advertising is often used to slow down this process of wear-out (Dijkstra et al. 2005) because using varied messages or varying the media in which the message is presented will reduce wear-out effects.

A cross-media repetition strategy was applied in the so-called *Bob campaign* to prevent driving under the influence of alcohol in the Netherlands (Bronner 2006). Bob is the name given to the person who stays sober on an evening out and who drives his or her friends back home. The campaign presents the same message on the radio and in outdoor advertising. A cross-media strategy was consciously chosen in this campaign to make it possible to repeat the message without wear-out.

9.3.4   Synergy

Another example of a cross-media campaign was that for *Cup-a-Soup*, which used a funny TV commercial and a radio commercial with the same sound (Bronner 2006). When listing to the radio commercial, people remembered the TV commercial, which gave an extra dimension to the radio commercial, a process called *visual transfer*. In this case, the use of multimedia was inspired by a search for synergy effects, which can be defined as the added value of a medium (in this case radio) that results from the presence of another medium (in this case TV), causing the combined effect of media to exceed the sum of their individual effects (Naik and Raman 2003, p. 385). More synergy effects and the psychological mechanisms underlying these effects are discussed in Sect. 9.4.

9.4   Processes Underlying Cross-media Synergy Effects

In this section, the following psychological processes underlying cross-media synergy effects will be discussed: encoding variability, multiple source credibility, forward encoding, backward retrieval.

9.4.1   Encoding Variability

One explanation for synergy effects in a cross-media campaign is that information will be encoded in a more complex fashion when consumers are exposed to the

same message in a variety of media rather than being exposed to it in only one medium (Tavassoli 1998). More complex encoding results in a stronger information network in human memory, which in turn leads to enhanced memory performance (Stammerjohan et al. 2005) and more positive attitudes (Tavasolli and Lee 2003).

9.4.2 Multiple Source Credibility

The second mechanism that might explain why cross-media campaigns result in more positive consumer responses than single medium campaigns is *multiple source credibility*. When consumers are exposed to multiple media in a campaign, they could perceive these media as independent sources of information. Because messages from independent sources are more convincing and credible, being exposed to multiple sources can enhance the persuasive power of a message (Voorveld et al. 2011; Dijkstra 2002; Harkins and Petty 1987; Chang and Thorson 2004).

9.4.3 Forward Encoding

Another process underlying cross-media synergy effects is *forward encoding*, which occurs when the ad in the first medium primes the consumer's interest in the ad in the second medium. In other words, forward encoding probably stimulates encoding processes during exposure to the second ad. The first ad may have evoked curiosity and expectations, and this may motivate deeper processing of the second ad, especially when the second ad is presented in another medium. However, when the second ad is an exact copy of the first, people will not be motivated to process the second ad (Voorveld et al. 2011; Bronner et al. 2003; Edell and Keller 1989; Dijkstra 2002).

9.4.4 Backward Retrieval

Backward retrieval occurs when consumers mentally replay the previously seen ad when they are exposed to the second ad. In this process, "the elements in the second ad may serve as a retrieval cue to the ad memory trace from the first exposure" (Dijkstra 2002, 66; see also Chang and Thorson 2004; Voorveld et al. 2011). When the second ad is presented in a different medium, it may serve as a retrieval cue to the stored memory trace (Edell and Keller 1989), and people may imagine the previously seen ad while exposed to the second ad, for example, seeing the images from a TV spot, when they hear an ad on the radio. This is also called *visual transfer* or *radio replay* (Edell and Keller 1989; Smit and Neijssel 1998).

Box 9.1 A Study into Psychological Processes Underlying Synergy Effects
Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2011). Opening the black box: Understanding cross-media effects. *Journal of Marketing Communications, 17*(2), 69–85.

The aim of the study was (a) to investigate which psychological processes are present when people are exposed to cross-media campaigns and (b) to examine to what extent these processes contribute to campaign results (Voorveld et al. 2011). Three psychological processes were studied: forward encoding (i.e., the ad in the first medium primes interest in the ad in the second medium); image transfer (i.e., mentally replaying the previously viewed ad when exposed to the ad in the second medium—also called backward retrieval); and multiple source credibility (i.e., believing the brand is good and popular because of the amount of advertising from multiple sources). To identify the role of these processes, a factorial between-subject design was used (TV commercial–Web site, Web site–TV commercial, Web site–Web site, TV commercial–TV commercial). Two cross-media conditions (Web–TV and TV–Web) were compared with two repeated medium conditions (Web–Web and TV–TV). Participants were 219 students. The study shows that two processes were more prevalent when people were exposed to cross-media combinations than when people were exposed to repeated media conditions: forward encoding and multiple source credibility. Results also showed that the positive effects of cross-media campaigns on campaign results can be attributed to forward encoding and multiple source credibility.

9.4.5 The Role of Sequence

To maximize the effect of the memory processes, it is essential to consider the sequence of media messages in a cross-media campaign. In the case of visual transfer, for example, radio is a good follow-up medium for television, but the effect would not be found if the sequence were the other way around. Media sequence in a cross-media campaign is related to the role of the different media in the five phases of consumer decision making (Gullen 2004; Weinblatt 1998) (1) to establish curiosity, (2) to establish the name, (3) to communicate the main message, (4) to support the main message, (5) and to build trust and commitment. Traditionally, television has been considered as the best way to start a campaign, raising interest and creating awareness, followed by print media to communicate, and support the main message in successive phases of the campaign. Research, however, contradicts these general media planning ideas (Dijkstra 2002) and suggests a more sophisticated role of sequence (Voorveld et al. 2011, see Box 9.2).

Box 9.2 Empirical Example Concerning the Role of Sequence
Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2012a). The interacting role of media sequence and product involvement in cross-media campaigns. *Journal of Marketing Communications, 18*(3), 203–216.

Voorveld et al. (2012a) conducted a study on the role of sequence of exposure in cross-media campaigns using brand Web sites in combination with advertising in a traditional medium. In the experiment, 115 participants were exposed to combinations of TV commercials and websites (TV commercial–Web site vs. Web site–TV commercial) for either cell phone services (high involvement) or energy supplier services (low involvement). The results indicated a consistent interaction effect of media sequence and product involvement on three possible campaign targets: attitudes toward the ad, interest in the ad, and message evaluation. These interaction effects showed that while a TV commercial–Web site sequence was effective for informing consumers about both high and low involvement products, the Web site–TV commercial sequence was only effective for informing consumers about high involvement products. The main conclusion of the study is that sequence of exposure is vital in cross-media campaigns, especially when taking product involvement into account.

9.4.6 The Role of Fit

Consistent retrieval cues are very important to facilitate the previously described memory processes of forward encoding and backward retrieval. "Retrieval cues include such things as key visuals or distinctive slogans. Developing consistency with retrieval cues across all media helps to build a strong image for the brand" (Sheehan and Doherty 2001, p.49).

Research into the role of fit in cross media campaigns is scarce. A few studies have focused on tactics such as using a logo (Edell and Keller 1989; Bronner 2006). Other elements that have been considered are having a consistent visual or using a celebrity. Including these elements in the campaign facilitates retrieval and prevents confusing the message across media (Bronner 2006). In addition, strategic elements, such as making the same brand promise in all messages, are important to increase the synergy effect in cross media campaigns. Often these strategic elements differ, which may diminish the cross-media effects (Sheehan and Doherty 2001).

Overall, it is important that the characteristics of the advertisements be congruent for image transfer to occur (e.g., Jagre et al. 2001; Moorman et al. 2002; Neijens et al. 2009). As Smith (2004, p. 460) puts it, "the greater the match-up perceived, the greater the likely transfer of images."

9.5   The Multitasking Consumer

People engage in media multitasking (using multiple media simultaneously) between 24 % and 65 % of the time they are using media (Pilotta and Schultz 2005; Pilotta et al. 2004; Foehr 2006). Of course, not all media are used simultaneously in the same way. People are most likely to multitask with computers, the Internet, and cell phones, and least likely to multitask when playing games or watching DVDs. Common media combinations are watching TV while being online, and watching TV while reading the newspaper, and browsing Web sites while listening to the radio.

Media multitasking might influence the effects of cross-media campaigns. Some authors argue that multitasking can be beneficial for the effects of advertising in general and cross-media advertising in particular (Pilotta and Schultz 2005; Schultz et al. 2012). However, the positive effects of multitasking have never been shown empirically. Other researchers argue that multitasking is detrimental for advertising effects, because it may inhibit attention to and processing of media messages (Jeong et al. 2010; Papper et al. 2004). See Box 9.3 for an empirical study by Voorveld (2011) that provides empirical support for this idea.

Scholars in the "negative school" argue that media multitasking is detrimental for advertising effects because the limited-capacity model suggests that individuals have a limited amount of cognitive capacity to allocate among different tasks (Lang 2000). During media multitasking, media compete for cognitive resources, and attention has to be divided (Jeong and Fishbein 2007), which influences message processing and effects.

Dual-processing theories, such as the Heuristic–Systematic Model (Chen and Chaiken 1999) and the Elaboration Likelihood Model (Petty and Cacioppo 1986), give insight into how persuasive messages are processed. These theories generally distinguish between two types of processing: systematic or central processing and heuristic or peripheral processing. Systematic processing requires an effort, with extensive elaboration, involving active learning and evaluation of the arguments in the message. Heuristic processing is more superficial and relies on simple heuristic cues or shortcuts, such as the number of arguments, the attractiveness of the source, and emotional appeals (Chen and Chaiken 1999; Petty and Cacioppo 1986). Since media multitasking leads to divided attention, this may result in a reduced ability to process information thoroughly, possibly resulting in persuasion based on superficial cues instead of arguments. Future research is needed to fully understand the influence of media multitasking on advertising effects.

> **Box 9.3. Media Multitasking and Cross-media Effects**
> Voorveld (2011). Media multitasking and the effectiveness of combining online and radio advertising. *Computers in Human Behavior, 27*(November), 2200–2206.
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> Research on the effectiveness of cross-media campaigns combining online advertising with advertising in traditional media has never considered one of the most important aspects of today's overwhelming media environment:

media multitasking. Therefore, this study investigated consumers' responses to a combination of online advertising (banners) and advertising on the radio while they were simultaneously exposed to these media. In an experimental design, 111 participants were exposed to both a web site and a radio fragment; only the specific ads (target ads for the brand Panasonic or filler ads) incorporated in the web site differed. The results showed a different pattern for cognitive measures and affective/behavioral measures. Combining banners and radio ads in a campaign did not result in superior cognitive reactions compared to using banners alone. Both the banners and the combination of a banner and a radio spot resulted in a higher aided brand recall, category-cued brand recognition, and brand-cued recognition than exposing participants to a radio ad twice. It can therefore be concluded that, in a media multitasking situation, the use of a visual ad (in this case, a banner) is necessary to evoke high cognitive responses. On the contrary, in terms of affective and behavioral brand responses, combining online and offline media resulted in more positive responses than using only radio ads. To evoke favorable affective and behavioral responses, it is therefore important to use both banners and radio ads in a campaign, instead of only banners or radio ads.

9.6   Cross-media Research in the Field

One of the biggest challenges in contemporary advertising research is determining how each medium in a cross-media campaign contributes to the campaign's impact. A clear answer is not easily found. Standard readership research does not offer a sufficient answer, because this audience research is traditionally focused on measuring just one type of medium. Industry data are available that give insight into TV audiences, radio audiences, newspaper readers and magazine readers, etc., but there is little information on the overlap between people's use of various media, because these data are collected by different individuals. This section discusses audience research for cross-media campaigns.

9.6.1   Ex ante Data: Data for Cross-Media Planning

In order to plan cross-media campaigns, media planners and marketers need to know what the reach and effects of their messages are. In other words, planners need data on individual media consumption that includes all media platforms in order to be able to answers such questions as:

• How many and which customers are reached with various combinations of media?

- What are the effects of different media combinations on brand recall, attitude, and buying intention?
- What are the effects of different sequences?

To answer these questions, the industry is experimenting with collecting single-source data, measuring all of an individual's media consumption; this is an innovation since audience readership research has traditionally focused on one medium only. An example of single-source data is *project Apollo* in the USA, which was promoted as a "single-source" national research service. The project was active between 2006 and 2008, combining media consumption data from Arbitron's Portable People Meter (Fitzgerald 2004) and ACNielsen's Homescan consumer product-purchasing data to better correlate the impact of media on purchase decisions. Advertisers such as PepsiCo, Wal-Mart, Procter & Gamble, Kraft, Unilever, S.C. Johnson, and Pfizer were involved. Unfortunately, the project was terminated in 2008 (for discussion of the project see Smit and Neijens 2011).

A second example of a single-source approach is the *Simultaneous Media Usage Studies* conducted by BIG research. This project focused on media usage by asking questions about what media forms respondents used simultaneously and how each medium influenced purchasing behavior. The data has been gathered twice annually in the USA since 2002 and quarterly in China since 2006 (Schultz et al. 2012).

Touch Points, commissioned by the Institute of Practitioners in Advertising in the UK is a third example of a single-source project. It presents itself as consumer-centered, multimedia research that produces information on consumers' use of all media. The project was launched in 2006.

A fourth example is *3M* (*Multiple Media, Multiple Phases, Multiple Products*) developed by the authors in 2011; this project registers which media are used in various phases of the consumer decision-making process. A unique feature of this project is that it differentiates between the various stages of the buying process and that it does not focus on purchases in general, but only on specific purchases, because consumers are often unable to correctly report their information search behavior for purchases in general (see Box 9.4).

Box 9.4 Cross-media Measurement: Multiple Media, Multiple Phases, Multiple Products (3M)

Voorveld, H. A. M., Smit, E. G., Neijens, P. C., & Bronner, A. E. (2012b). Media guiding consumers across different stages of the purchase process (Extended abstract). In Morrison, M. (ed.), *The Proceedings of the 2012 Conference of the American Academy of Advertising*. ISBN: 978-0-931030-43-7, pp. 30–31.

To give insight into how people use multiple media across the purchase process, a total of 347 respondents representative of the Dutch population filled in an online questionnaire. The questionnaire started by asking the respondent to indicate which products they had purchased recently. Participants were shown two lists, one with 22 high involvement products and another with 23 low involvement products. One of the recently bought

(continued)

products or services was randomly selected, and participants were told that a purchase process usually has five phases. The questionnaire walked them through these five stages one by one, asking them to indicate which media and information sources had been important to them at each stage, and which medium had been most important.

Preliminary results of this small-scale application of the questionnaire showed that media were most important in the stages of the purchase process before the actual purchase was made. Media that were most influential across the total purchase process were the Internet, TV, and free door-to-door newspapers. Non-advertising media that were important were conventional shops and Word of Mouth. Consumers indicated that cinema, mail, and outdoor advertising were least important in influencing their purchase decision. Though only small differences were found between the role of specific media in the various stages of the purchase process, there were interesting differences between high and low involvement products, between males and females, and between younger and older consumers. Consumers used more media when purchasing high involvement products than low involvement ones. In particular, the Internet was much more important for informing consumers about high involvement products than low involvement ones, while traditional media (especially TV and free door-to-door newspapers) were more influential for low involvement products than for high involvement ones. Men indicated they were influenced more by the Internet, while women indicated they were influenced more by television. Finally, older consumers generally reported they used media more often than younger consumers in their purchase process. Younger consumers indicated they were influenced by the Internet and television more often than older consumers, while older consumers indicated they were influenced by free door-to-door newspapers and conventional shops more often than younger consumers. By investigating media usage patterns in different phases of the purchase process, for different types of products, for different kinds of consumers, the current study offers insights that are helpful for practitioners in the current media landscape.

Note. This research was supported by a grant from the Marketing Science Institute.

9.6.2   Ex post Data: Data for Effect Research

Three types of research designs can be distinguished for studying cross-media effects: voluntary exposure, forced exposure, and forced abstinence (Bronner et al. 2003). *Voluntary exposure* is a popular design. In this design the sample of respondents is, for example, split into a group that encountered the campaign on TV, a group that encountered it in a newspaper, and a group that encountered it in

both media. In each group, dependent variables such as brand recall, image, attitude, etc., are measured.

This design is popular, but a problem with it is the self-selection pitfall: consumers in the different media groups are most probably not equivalent (with respect to a great number of variables) and probably had different opinions on the brand before they were exposed to the campaign. In other words, it is not clear whether different opinions about the brand can be attributed to exposure to the campaign or whether these differences already existed before the campaign started. Many trade studies apply this design and suffer from the self selection pitfall (see Box "Classic Media Multiplier Studies").

> **Box 9.5 Classic Media Multiplier Studies**
> In the past 25 years, a number of studies have been conducted to prove the synergy effect of print media when combined with TV. The following is taken from http://www.fipp.com.
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> The "Multiplying the Media Effect" survey, carried out in 1985 and published in 1987, is the first of two classic pieces of research in the UK which demonstrated the improved communications delivered by TV-plus-print. The second project was "The Media Multiplier," published in 1990. This project was commissioned by a group of consumer magazine publishers working together under the name of The Magazine Marketplace Group, under the auspices of PPA (Periodical Publishers Association), and the fieldwork was conducted by Communication Research Ltd. The first project was "Multiplying the Media Effect," published in 1986 and 1987, and the same team went on to develop "The Media Multiplier" study. The report, written by Guy Consterdine, was published in 1990 by the Press Research Council, representing magazines and newspapers. The results demonstrated that advertising in magazines or newspapers in addition to television, rather than using television on its own, produces a number of very important communication benefits. Print not only makes its own unique contribution; it also makes the television commercials work harder. The effect of adding print to television is not merely additive; it is multiplicative. Using the two media produces an invaluable interaction, according to these media multiplier studies (Axel Springer 1989; Consterdine 1988, 1990a, b).

An alternative design is *forced exposure*. In this design, respondents are randomly allocated to different conditions (for example, TV, Newspaper, or both) and are forcefully exposed to the advertising in these conditions. This design guarantees that the respondents in the different groups are equal and that differences in brand recall, brand attitude, and other dependent variables measured after exposure to the ads can be attributed to the different media conditions. A problem of this design, however, is external validity: people are forced to attend to the ads in the different media, which they probably would not do in real life.

A third option is *forced abstinence*. Under this option some respondents are not exposed to the ads in some media, while others are exposed. For example, some respondents do not get a folder with the brand ad, or in certain areas the newspaper does not contain the ad for the particular brand. This design has the advantage of being realistic (no forced exposure) and the design guarantees equal composition of the different groups. A problem of this design is, however, that forced abstinence is difficult to realize for TV or radio.

Problems and pitfalls in cross-media effect research are numerous. For example, when comparing the effects of single media campaigns with cross-media campaigns, not only do the media differ but also the number of exposures (and possibly their content as well).

Finally, it is important to note that the results acquired from ex-post campaign-tracking studies not only give insight into the success of a campaign but can also provide input for future campaigns (ex ante data).

9.7   The Road Ahead

Cross-media campaigns—campaigns in which marketers seek to maximize the effectiveness of their budgets by exploiting the unique strengths of each medium and taking advantage of cross-media synergies—have become widespread. This chapter has looked at the insights provided by current research into cross-media issues. We have discussed the reasons media planners and marketers choose cross-media campaigns: repetition, target group extension, complementary effects, and synergy effects. The chapter has also described the psychological processes underlying cross-media synergy effects: encoding variability, multiple source credibility, forward encoding, and backward retrieval. The roles of fit, sequence, and multi-tasking were also discussed. The results of the studies described in this chapter provide guidelines for brand managers and advertising agencies.

One of the major challenges for cross-media research is to provide data that support cross-media decisions. Advertisers have formulated the conditions which new media research should fulfill (see also www.wfablueprint.org/goals.php; McDonald 2008). These include single source measurement of all media, measurement of cross-media reach and effects, new metrics like engagement that go a step further than the simplistic people-with-open-eyes-or-ears-in-front-of-the-advertising-space definition of reach, faster and continuous provision of measurement information, large enough sample sizes to measure hard to reach targets, more relevant target group descriptions, and passive measurement systems. Clearly, the age of convergence provide tremendous challenges not only to advertisers, but to advertising researchers as well.

Exercise Questions

1. What are cross-media campaigns?
2. Which media developments have contributed to the popularity of cross-media campaigns?
3. What are the reasons for cross-media campaigns?
4. What are media synergy effects?
5. Which psychological processes underlie media synergy effects?
6. What are the problems with current readership research?
7. What are advantages and disadvantages of the following designs for research into cross-media effects: voluntary exposure, forced exposure and forced abstinence? Which design do you think is best?
8. What is the self-selection pitfall?

Reflexive Questions

1. Do you think cross-media advertising will become more or less important in the converging media landscape?
2. Which media could best be combined in a campaign, in which order, and why?
3. What is your opinion about media multitasking: do you think it is beneficial or detrimental for advertising effects? How could advertisers cope with this type of media use?
4. Collect information about a current cross-media campaign and make a design for a study into its effects.

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