

## Publication List

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### **Books**

Modig, K. and Modig, E. (2013), *Värdet av konst – för individ, näringsliv och samhälle*, Rheologica Publishing AB, Stockholm.

Modig, E. (2012), “*Understanding Advertising Creativity – how perceptions of creativity influences advertising effectiveness*”, Doctoral dissertation, Stockholm School of Economics.

ABSTRACT: Today advertisers face the challenge of securing advertising effectiveness by producing advertisement that gets the consumers’ attention and shape their attitudes and behavior. One suggested way to reach these objectives is creativity. Both advertising industry professionals, awards, effectiveness reports and research support this notion that what makes advertising effective is creative excellence. However, research has shown that advertising professionals seems to have little formalized understanding about how advertising creativity work and how it is defined and measured. Current research need to better understand the response to creative advertisements by documenting how advertising professionals and consumer assess and value creativity. By applying new perspectives and new theories this thesis investigate the effects advertising creativity has on consumers. The thesis reviews the academic research on advertising creativity and contributes with five articles to increase the understanding of advertising creativity and how perceptions of creativity influence advertising effectiveness. In so doing, it plays a part in advertisers understanding and use of advertising creativity.

### **Articles**

Rosengren, S., Dahlén, M., and Modig, E. (2013), “**Think Outside the Ad: Can Advertising Creativity Benefit More Than the Advertiser?**”, *Journal of Advertising*, 42(4), 320–330.

ABSTRACT: This article adds to the literature on advertising creativity as well as the growing body of research on the unintended effects of advertising. In three experimental studies we “think outside the ad” and test whether there could be unintended, positive effects of advertising creativity. The results show advertising creativity to have a positive influence on consumers’ own creativity as well as their perceptions of media vehicle value. The effects are mediated by processing and perceived creativity. In discussing the results we encourage advertisers not only to take responsibility for avoiding unintended negative effects on consumers but also to explore and factor in potential positive effects that benefit consumers.

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Modig, E., Dahlén, M., and Colliander, J. (Forthcoming in International Journal of Advertising), **“Consumer-perceived signals of “creative” versus “efficient” advertising: Investigating the roles of expense and effort.”**

ABSTRACT: The paper investigates the effects that consumer-perceived sender expense and effort might have on brand perceptions. More specifically, it extends the marketing signal literature to advertising by including both sender expense and effort, and by including both positive and negative effects. A quantitative analysis of 4,000 consumers’ perceptions of creativity-award winning, effectiveness-award winning and non-award winning advertisements finds that advertisements with higher-than-average perceived expense and effort have positive impacts on brand attitudes, brand interest and word-of-mouth (WOM), while advertisements with lower-than-average perceived expense have corresponding negative impacts.

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Modig, E. and Rosengren, S. (Forthcoming in Advances in Consumer Research), **”More Than Price? Exploring the Effects of Creativity and Price in Advertising.”**

ABSTRACT: Even though advertising creativity has shown to be of importance for advertising effectiveness little research has tested it in relation to other marketing strategies. This paper explores the effects of advertising creativity (high/low) at different price levels (high/medium/low). The results suggest that creativity has greatest impact at low price levels.

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Rosengren, S., Modig, E. and Dahlén, M. (Forthcoming in Journal of Marketing Communications), **”More than Words - The value of ambient marketing from a consumer perspective.”**

### ***Working Papers***

Modig, E., Dahlén, M. (In review), **“What if Creativity Matters to Everyone: Exploring the Perceptions of Consumers versus Practitioners.”**

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Modig, E., Dahlén, M. (In review), **“Does it matter what you look for? What practitioners see in “creative” versus “effective” advertisements.”**

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Colliander, J., Dahlén, M, and Modig, E. (In review), **”Twitter for two: Investigating the effects of tweeting with customers.”**

### ***Conference Papers***

Modig, E. and Rosengren, S. (2013), **”More Than Price? Exploring the Effects of Creativity and Price in Advertising.”** paper presented at ACR Conference, Chichago, U.S.

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Modig, E. and Colliander, E. (2013), **“Capturing the undecided: How broadening of one’s political agenda appeals to swing voters”**, paper presented at ICORIA, Zagreb, Croatia.

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Modig, E. and Rosengren, S. (2013), **“Can advertising creativity affect price perceptions and retailer reputation?”**, paper presented at Pricing and Retailing Conference at Babson College, Boston, U.S.

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Töndevold, K., Colliander, J., & Modig, E. 2013, **“Could it be best to avoid consumers in new product development? Exploring the impact on brand uniqueness and self-brand connection”**. In: Proceedings from the 42nd EMAC Conference, Istanbul Technical University, Istanbul, Turkey, 4-7 June.

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Modig, E., Colliander, J., and Töndevold, K. (2012), **“How art in advertisements influence advertising effectiveness”**. In Proceedings from the 41<sup>st</sup> EMAC Conference, ISCTE Business School, Lisbon, Portugal 22-25 May.

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Modig, E., Colliander, J., and Erlandsson, S. (2010), **“Speed or distance? Comparing the effective advertising fast-track with the creative advertising long-road”**. In: Beckmann SC, Ringberg T & Ritter T (Eds.), The Six Senses: The Essentials of Marketing, Proceedings from the 39th EMAC Conference, Copenhagen Business School, Denmark, 1-4 June.

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Modig, E., and Colliander, J., (2009), **“Word of Mouth Effects of Creative Advertising”**. In: Helfer J-P & Nicolas J-L (Eds.), Proceedings from the 38th EMAC Conference, Audencia Nantes, France, 26-29 May.