

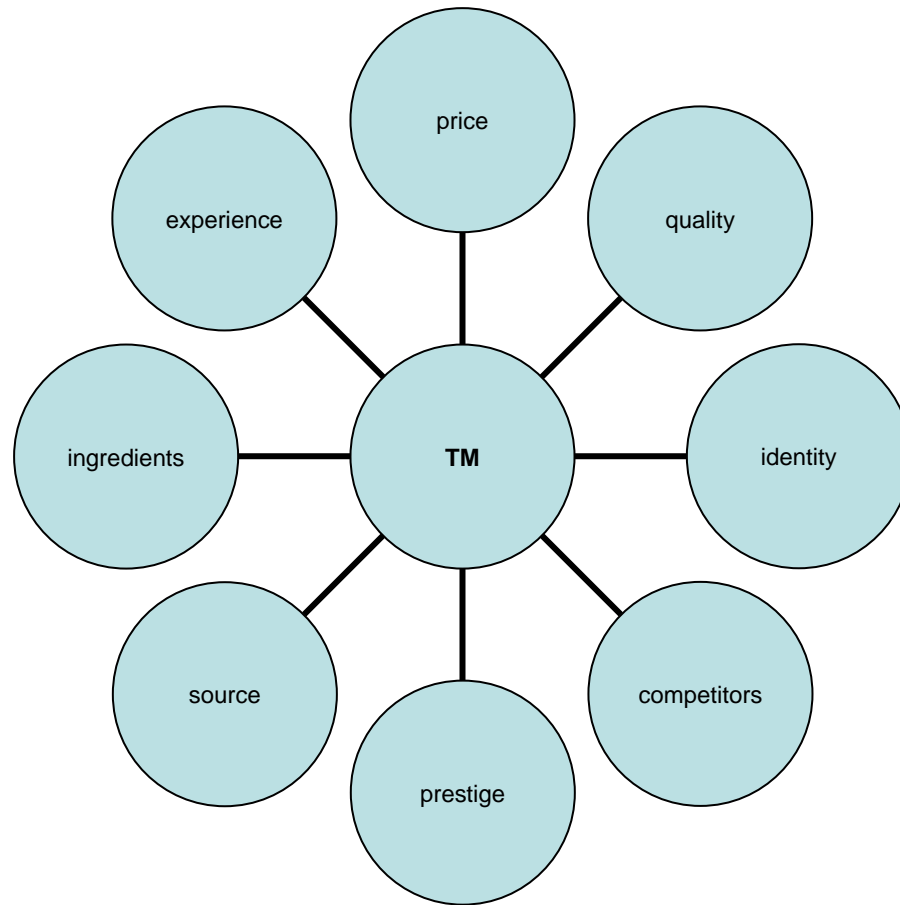
Trademarks and Emotion: What's Love Got to Do With It?

Laura Bradford

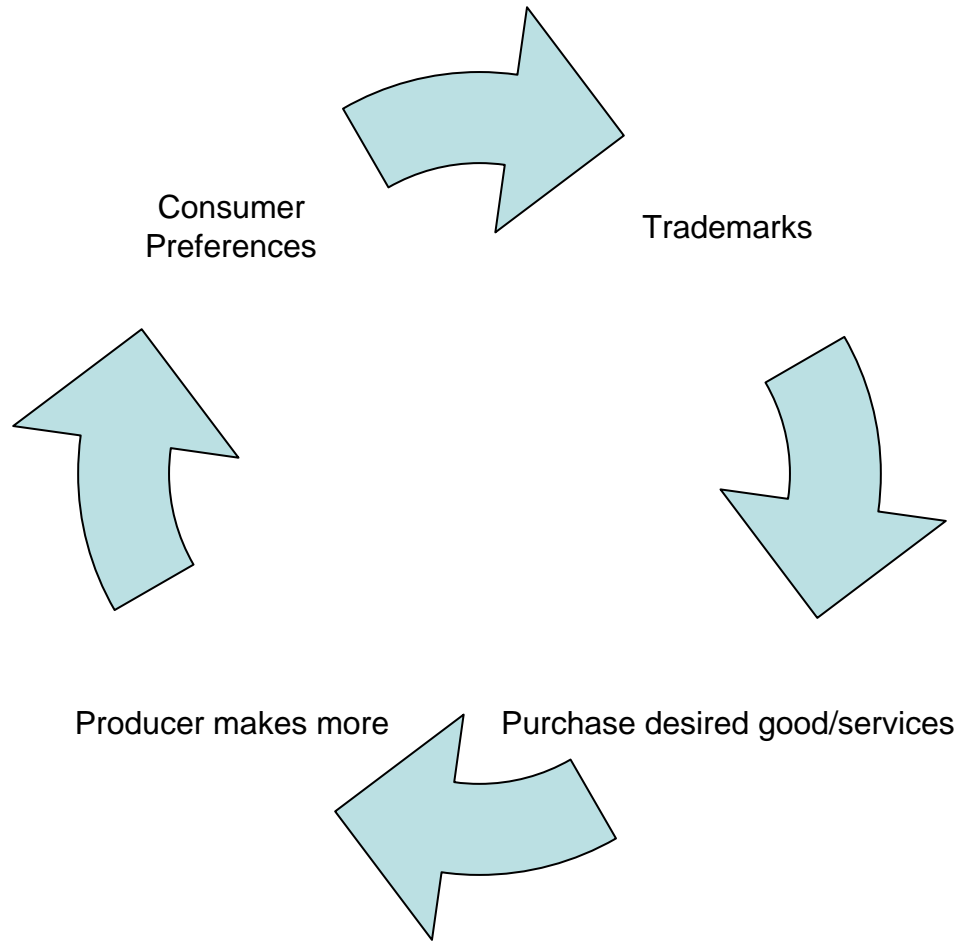
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October 5th, 2007

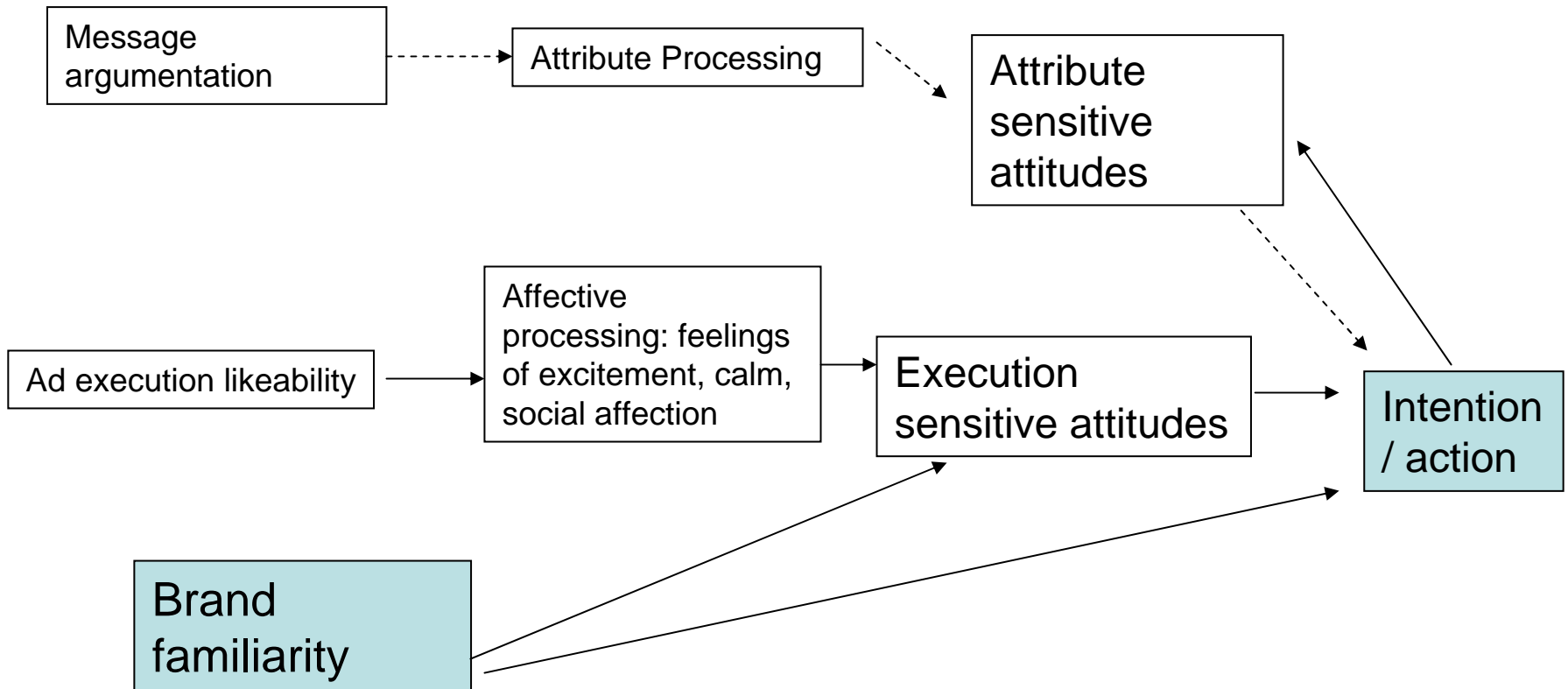
Function of trademarks



Information quality



Familiarity and intention in low-involvement situations



Bozo v. Ronald



Coca Cola Santa



TABLE 1
MEANS OF VARIATION STUDIES

Experiments	Conditions					
	Low product relevance			High product relevance		
	Single exposure	Moderate exposure	High exposure	Single exposure	Moderate exposure	High exposure
Cosmetic variation study:						
Product recall:						
Single ad	1.41			1.20		
Same ad		1.50*	1.87 ^a		1.70 ^a	1.76 ^a
Different ads		1.86 ^{a,*}	1.79 ^a		1.81 ^a	1.90 ^a
Attitude toward product:						
Single ad	2.00			2.38		
Same ad		.93 ^{a,*}	1.03		1.60	1.59
Different ads		2.10*	1.38		1.69	1.93
Attitude toward campaign:						
Single ad	.63			1.09		
Same ad		-.64 ^{a,+}	-.46		-.13	-.52
Different ads		.45 ⁺	-1.34 ^a		-.11	.07
Substantive variation study:						
Product recall:						
Single ad	1.30			1.70		
Same ad		1.85 ^a	1.90 ^a		1.85	1.95
Different ads		1.79 ^a	1.90 ^a		1.90	2.00 ^a
Attitude toward product:						
Single ad	.90			1.20		
Same ad		1.25	1.50		1.80 ⁺	1.55
Different ads		1.85	1.70		2.55 ^{a,+}	2.05
Attitude toward campaign:						
Single ad	.40			-.05		
Same ad		-.12	-.90		-1.05**	-.15
Different ads		-.45	-.60		1.15**	-.30

^a Significantly different from the control condition ($p < .05$).