

Public Abstract

First Name:Michelle

Middle Name:Lauren

Last Name:Reed

Adviser's First Name:Paul

Adviser's Last Name:Bolls

Co-Adviser's First Name:

Co-Adviser's Last Name:

Graduation Term:FS 2015

Department:Journalism

Degree:MA

Title:The Effective Use of Music and Branding in Shaping Consumer Behavior

The purpose of this study was to examine how elements of narrative advertising influence the cognitive processing of video advertisements. Results showed that varying levels of music and branding in narrative video ads influenced cognitive resources allocated to encoding, arousal, and attitude toward the ad and brand. The findings suggest that the right combination of music and branding could potentially improve the effectiveness of television and digital advertising.