The effectiveness of a foreign language slogan in a cross-media and a single media publicity campaign
Abstract

The use of foreign languages is widespread in advertising. Studies have demonstrated that English is the most frequent used language in international advertising. However, less is known about the use of French in advertising. Studies have examined the use of a foreign language in one single medium, but as of yet did not focus on a publicity campaign that contained different types of media. This article empirically investigated the use of French as a foreign language in Dutch publicity campaigns. In an experiment, participants judged different types of publicity campaigns for a French wine. The campaigns either contained two print advertisements, two radio commercials or a combination of a print ad and a radio commercial. The slogan in the campaign was presented either in French or in Dutch. The participants were asked to judge the different types of campaign and rate them on four different dependent variables, namely attitude toward campaign, attitude toward product, purchase intention and perceived comprehensibility. Additionally, participants were asked to recall the slogan that was presented in the campaign. Results showed that no significant differences were found in the evaluation of the different types of campaigns. The correct recall of the slogan showed a decrease in the purchase intention and the perceived comprehensibility in comparison with incorrect recollection of the slogan. Possible explanations for the results can be that the participants did not have positive associations with the French language, or that the participants’ involvement with the used product in the campaign was of influence. In conclusion, the experiment provides insights in a new field of study, but no conclusive prove was found for the effectiveness of foreign language use in advertising.
Introduction

As advertising has become more important for organizations, the persuasiveness of these advertisements has become an interesting topic for academic researchers. Along with the globalization of the economy and hence the globalization of organizations, advertising has increasingly become an international point of interest. International organizations, for example, have to make decisions about taking a global or a more local approach in their advertising campaigns (e.g. Krishna & Ahluwalia, 2008). Krishna and Ahluwalia (2008) stated that a global approach of an international advertising campaign means that an organisation is using foreign languages in their publicity campaigns (e.g. English in the Netherlands). When the native language of the target country is used in an international publicity campaign, a more local approach is used. English is the most used foreign language in international advertising (Gerritsen, van Hooft, van Meurs, Nederstigt, Starren & Crijns, 2007), for example because it is seen as lingua franca. With the use of English as a lingua franca, multinational corporations can standardise their marketing campaigns. However, other languages could also be used in advertising, e.g. to evoke positive associations that are related to that language (e.g. Hornikx, van Meurs & Starren, 2007). To research the effectiveness of foreign language use in international print-, radio- and television advertising, multiple studies have been conducted in the last decades. The studies that examined foreign language use in advertising only used one advertising medium per study. For example Hendriks, van Meurs and van der Meij (2015) only used radio commercials in their study about the effectiveness of the use of foreign languages in radio commercials. Additionally, Hornikx, van Meurs and de Boer (2010) have only used print advertisements in their study on the effectiveness of English slogans versus Dutch slogans in print advertisements. Despite the fact that studies on the effectiveness of foreign language use in publicity campaigns did as of yet not encounter multiple media sources, there have been conducted studies on the effectiveness of cross-media campaigns. For example, past research has studied the effectiveness of combining multiple media sources in an advertising campaign (e.g. Dijkstra, Buijtels & van Raaij, 2005; Voorveld, Neijens & Smit, 2011). Voorveld et al. (2011) found that cross-media campaigns can be more effective than single medium advertising campaigns. However, the use of foreign languages in advertising campaigns has not yet been
included as a factor of cross-media campaign effectiveness, but only in single medium advertising. The purpose of this study was to start a new field of study in combining two different fields of study together, being the use of foreign languages in publicity campaigns and the effectiveness of single versus cross-media publicity campaigns. This research empirically investigated the effectiveness of a foreign language or a native language in print advertising, in radio advertising, and in a cross-media campaign containing both print and radio as medium.

Literature review

Multilingualism in advertising

In international marketing, marketers can opt to use a foreign language in their advertising campaigns. These languages can either be used in print advertising, e.g. by using an original English slogan in a Dutch advertisement, or in radio- or television commercials where a foreign language is spoken or a foreign accent is used (Kelly-Holmes, 2005). The use of these foreign languages might have an important impact on and play a strategic role in the persuasiveness of advertisements. International organisations can apply a global or standardised publicity campaign, in which a similar branding positioning is applied throughout all markets they operate in (Hornikx et al., 2010). On the other hand, international organisations can also opt to use a more localised publicity campaign. This means that organisations use a publicity campaign that is adapted to local tastes and cultural values (De Mooij, 2005). Hornikx et al. (2010) showed that adapted advertisements (local language) were equally appreciated by the audience than standardised (English) advertisement campaigns, on condition that the English slogan was difficult to understand. When the English slogan was easy to understand, the participants preferred the English slogan to the Dutch slogan. The most frequently used language in international advertising is English (Gerritsen et al., 2007), but other languages such as French and Italian may also occur in for example German television commercials (Piller, 2000). The use of English in non-English advertisements can elicit a sense of sophistication of the brand that is presenting the advertisement (Piller, 2001). Piller (2001) investigated a corpus
of German television commercials which used English as a foreign language and she found that brands try to reach a young and cosmopolitan audience with the use of English and its stereotypical associations. This means that English can be used in international advertising, regardless of whether the audience understands it or not. When foreign languages are used in advertising, they often evoke certain stereotypes that are associated with the country or region in which that language is spoken and this ethno-cultural stereotype is often transferred onto the service or product that is advertised (Piller, 2003). This is what, among others, Kelly-Holmes (2005) has called the country-of-origin (COO) effect. This effect provides the opportunity to advertising agencies to transfer the characteristics of a country or a language to the product that is advertised, so the product or brand can benefit from these stereotypes. Language can be such a country of origin marker which activates a COO-effect.

Another reason why the use of foreign languages in advertising can be effective is described in the theory of foreign-language display (Eastman & Stein, 1993) Eastman and Stein (1993) state in this theory that the social identity that comes with a language can be desirable for another ethnic group. This desirability can cause that ethnic group to be drawn to the foreign language and have positive associations with it. This social identity theory of Eastman and Stein (1993) also implies that associations with a certain language or the country where this language is spoken can be transferred onto a product or service that is advertised (Hornikx, van Meurs & Hof, 2013). An example of this theory can be the German car company Opel that uses their German slogan Wir leben autos. The Germans are well-known for their solid automotive brands/industry, which might be transferred to the ad via the use of the German language. Consumers who see the advertisement of Opel with a slogan in German may find this desirable and this can help them in making a purchase decision.

Multilingualism in print and radio advertising

Multilingualism in advertising has been an important topic in both studies that examine print advertising as in studies that examine radio/television commercials. Whether consumers have a positive or a negative evaluation of a print advertisement in which a foreign language is displayed can depend on the language that is used in the advertisement. Not every language
evokes the same associations (Hornikx, van Meurs & Starren, 2007). Hornikx et al. (2007) showed that the German language evokes more negative associations, compared to the French and Spanish language, which evoked mostly positive associations. Furthermore, the results from Hornikx et al. (2007) have indicated that advertisements with a language that had a high number of positive associations and a low number of negative associations were the most persuasive. This means that advertising agencies should only use a foreign language in their advertisements when that language evokes a high number of positive associations and a low number of negative associations, because this language might increase the persuasiveness of the advertisement.

However, language is not the only possible COO marker that can be added to an advertisement. Additionally, visual COO stimuli can also be used in print advertising or in television commercials to stimulate stereotypical perceptions that consumers associate with a country. Roozen & Raedts (2013) have added both visual stimuli and foreign languages in the advertisements that they used as stimuli in their experiment. As visual stimuli they used images that were very typical for the country they represent. For example, the tower of Pisa was used as visual COO stimulus for Italy. They found that advertisements with visual stimuli scored significantly higher on all dependent variables, than when no visual stimuli were added. On the other hand, the authors have not found a significant difference in the dependent variables when foreign language use was included as independent variable. According to Roozen & Raedts (2013) these results might imply that visual COO stimuli have a greater effect on the persuasiveness of print advertisements, than language COO stimuli.

Besides in print advertising, multilingualism can also play a role in radio and television commercials. Print advertising and radio/television advertising differ in the way they transfer information to the consumer. Print advertising is a retrieval medium where consumers can process information at their own pace, whereas radio and television advertising are delivery mediums. In delivery mediums, consumers have no control over the speed and order of the information transfer (Dijkstra, 2002). This might imply that the use of foreign languages can have different effects in print advertising than in radio or television commercials. When a consumer sees a print advertisement, this consumer can take all the time that he or she needs
to watch and read the advertisement. This also means that if a foreign language is used in the advertisement, the consumer can read the text several times to obtain a good understanding of what is said in the advertisement. Opposed to print advertisements which are retrieval media, radio and television commercials are a delivery media. This means that consumers cannot choose their own time and pace to fully understand what they just heard or saw, but the time and pace are determined by the marketers that have created the commercials. A foreign language can be a factor that is difficult to comprehend in print advertisement (Hornikx & Starren, 2006), but it might be even more difficult in radio or television commercials. Consumers can have difficulties processing a spoken message when a foreign language is used (Lwin & Wee, 1999). Lwin and Wee (1999) stated that consumers process familiar words easier than unfamiliar words, such as words from a foreign language. That is why globalised organisations have to also make a decision on whether they want to approach their radio and television commercials globally (e.g. in using English as a lingua franca) or if they want to localise their commercials for every country they are broadcasting in. This decision can be different for their print advertising than for their radio and television commercials, since these mediums are different in the way they are perceived and received by consumers (Dijkstra, 2002).

In radio and television commercials a foreign language can be used in several ways. The spokesperson can speak with a foreign accent (e.g. English with a French accent when French bread is recommended) or with the use of a foreign language (e.g. A French slogan in an English radio commercial for French bread). The accent used by the salesperson in spoken commercials can activate associations among the viewers or listeners. Most research has shown that a foreign accent of a spokesperson evokes negative associations (e.g. Birch & McPhail, 2010; DeShields & de los Santos, 2000; Nejjari, Gerritsen, van der Haagen & Korzilius, 2012). In the research of DeShields and de los Santos (2000) the influence of non-native accentedness of the spokesperson in television commercials was investigated. They found that the commercials in which the spokesperson had a foreign accent, were rated significantly lower in purchase intention amongst the participants, than the commercials in which the spokesperson had a native accent. According to a study of Hendriks, van Meurs and van der Meij (2015) foreign- accented radio commercials were less persuasive than non-accented radio commercials. These
findings confirm the results from previously mentioned research (DeShields and de los Santos, 2000).

Comprehensibility of the foreign language

Not only can a foreign language be a factor of influence in advertising concerning its stereotypical associations (e.g. as a COO marker), it can also be of influence on the comprehensibility of the advertisement or commercial. With the globalisation, English has become the most important language in international advertising (Gerritsen et al., 2007). Even in a country such as France, where there is legislation to ban the use of English in media, English is often used for commercial activities (Martin, 2002) often because of its modernity, prestige and technological superiority. This does not necessarily mean that all consumers can understand the language that is used in those particular advertisements. Comprehensibility of foreign language slogans has been shown to be an important factor in the evaluation of advertisements. Both when French slogans are used (Hornikx & Starren, 2006) and when English slogans are used (Hornikx et al., 2010) in the Netherlands, the appreciation of the ad is higher when a foreign language is used than when the native language (in these studies Dutch) is used, provided that the French and English slogans were easy to understand. When the slogans were too difficult to understand the appreciation diminished considerably. In those cases, the slogans in the native language were appreciated significantly higher than the difficult foreign ones (Hornikx & Starren, 2006), or the evaluations of the foreign language slogan and the slogan in the native language did not differ significantly (Hornikx et al., 2010). Foreign languages can evoke different associations (positive or negative) per language (Hornikx et al., 2007), and therefore they can have a symbolic meaning in advertising. The French language for example seemed to have both a symbolic and a literal meaning (Hornikx & Starren, 2006). Their research on the comprehension of French slogans in Dutch car advertisements, showed that easy to comprehend French slogans were more appreciated than difficult slogans, but the difficult French slogans still had an additional value to the Dutch slogans (Hornikx & Starren, 2006). They measured the comprehensibility of the French slogan by asking the participants to give an explanation of the slogan that they have seen in the advertisement. Raedts & Dupré (2015)
applied a different measurement technique in their study on the comprehensibility of a slogan in Italian among Belgian participants. They used spontaneous recall of the Italian slogan to examine whether the participants were able to remember the slogan without knowing that they had to remember it. They found no differences in spontaneous recall between the Dutch and the Italian slogan. The authors ascribed these findings to the short period of time that the participants saw the advertisements, and to the high congruence between the different textual and visual stimuli in the advertisement (Raedts & Dupré, 2015).

Findings from Hornikx & Starren (2006) partially contrast the reasoning that the use of a foreign language is not only symbolic and that the understanding of the message is less important (e.g. Kelly-Holmes, 2005). Piller (2001) argued that when a foreign language is recognised, the stereotypes that are associated with that language will be activated automatically. These findings suggest that using a slogan in a foreign language can enhance the appreciation for the product or the brand, but these results are not conclusive for all countries and languages. Planken, Van Meurs and Radlinska (2010) have found that in Poland the appreciation for ads with an English slogan is lower than the appreciation for ads in which a Polish slogan was used. These differences in results indicate that conclusions are not immediately generalizable for a multinational that wants to standardise its advertising campaign. De Mooij (2005) argued that it is important to adapt advertising to the local culture in which the advertisement is presented. This is based on theories that explain differences in cultural values between countries (De Mooij, 2005).

Furthermore, the comprehensibility of a foreign language slogan can be different in a print advertisement than in a radio commercial. The human senses that have to be used to process information from a print advertisement are different than the senses that have to be used to process information offered by a radio commercial. Audio transmission (radio) is temporal in nature, while visual (print) transmission is more spatial and gives the receiver a better opportunity to process the information, because the given information can be re-read if necessary (Wright, 1974). This may mean that when a foreign language is used in a radio commercial, the consumer is more constrained to assimilate information than when a foreign language is offered in a print advertisement. The comprehensibility of written messages can
also differ from that of audio messages. According to Chaiken and Eagly (1976) difficult messages are better understood when they are presented in written modality than when they were presented in audio modality, while there was no difference found between those two modalities when an easy message was conveyed. Jacoby, Hoyer and Zimmer (1983) have also found that print (visual only) was comprehended better than audio in both advertising and news-oriented communication.

Regarding foreign language comprehensibility in print media and in auditory media, research states that visual cues enhance the understanding of a foreign language considerably (Cakir, 2006). These visual aids can be added in a printed advertisement, but of course are absent in radio commercials, which can make it more difficult for the listener to understand what is said in the foreign language.

**Congruence between language and product**

Past research has shown that the use of a foreign language in advertising and commercials is not always more effective as already explained before. However, what has been concluded from past studies is that people tend to often link some products to a specific country, such as wine with France. This congruence between product and country is based on the perceptions people have of a country and the characteristics they relate this country to (Usunier & Cestre, 2007). These findings are in line with the matchup hypothesis (Lynch & Schuler, 1994). This hypothesis proposes that an advertisement is more effective when the product that is advertised is congruent with the characteristics of the spokesperson that is recommending that product. As said before, the language that is used in an advertisement or the accentedness of the spokesperson in a radio or television commercial can be a country-of-origin marker that evokes specific characteristics of a country. The meta-analysis of Verlegh and Steenkamp (1999) about COO effects has shown that especially the perceived quality of a product or brand can be affected by a COO marker in a positive way. This means for example that consumers might have more faith in the quality of a wine that is produced in France, than they have in a wine that is produced in South Africa, just because France is well-known for its wine production. Empirical studies have been conducted to find evidence that language –
product congruence evokes a higher appreciation for the ad than when there is no congruence between those two. Hornikx, Van Meurs and Hof (2013) have conducted a study in which they used print advertisements with products that showed congruence with the language and products that were incongruent with the language. The products were selected after a pre-test in which participants indicated the level of ‘fit’ between the product and the language. Wine was the best fit for the French language, sausage was the best fit for German and oranges were the best fit for Spain. In the main study participants rated one advertisement per language. The results from this study have shown that the use of a foreign language is more effective for congruent products than for non-congruent products. These findings are in line with prior research by Hornikx & Hof (2008), which have found the same results. Attitude toward the product was higher when congruent products were advertised than when non-congruent products were advertised. These results did not apply to attitude toward the ad or to purchase intention (Hornikx & Hof (2008). This implies that the COO effect has more influence on the attitude toward the product than toward the ad (Verlegh & Steenkamp, 1999).

Other research has shown that also for radio commercials the effectiveness of the use of foreign language accent in advertisements is significantly higher when there is congruence between language and product (Hendriks, Van Meurs & Van Der Meij, 2015). The foreign-accented commercials for congruent products resulted in higher evaluations of attitude toward the commercial and the product than the commercials in which the foreign-accent was non-congruent with the product advertised.

Cross-media and single media use in publicity campaigns

Although multiple studies exist in which the use of a foreign languages in print advertisements (e.g. Hornikx et al., 2007) and in radio commercials (e.g. Hendriks et al., 2015) has been investigated, the both have not yet been put together in one study. However, the effectiveness of cross-media use of website advertising and TV-commercials has been studied by Voorveld et al. (2011). In their study they compared the effectiveness of only showing advertisements on a website, with the use of only television commercials and a combination of an advertisement on a website and a television commercial. The cross-media campaigns were
offered in two different orders, being TV commercial – website and website – TV-commercial to control for primacy and recency effects. In the single media campaigns the participants saw two times the same television commercial or two times the same website advertisement. The results have shown that when multiple media types were shown to the participants, the participants had a more positive attitude toward the brand and an increase in the purchase intention compared to only seeing website advertisements. These positive results concerning effectiveness of cross-media campaigns in comparison with single media publicity campaigns can be attributed to a synergy effect that occurs when different types of media are used in one publicity campaign. This synergy effect occurs when multiple types of media complement each other in their strengths or when the strength of one medium compensates for the weakness of another medium (Dijkstra, Buijtels & van Raaij, 2005). On the other hand, according to the results of Dijkstra et al. (2005), cross-media campaigns are as effective as print-only and TV-only campaigns. In this study three different types of media were used, namely internet, print and television. These media were presented to the participants in a cross-media condition (with different orders) or in a single media condition. Results showed that a publicity campaign in which only television was used as a medium, was more effective than a multiple-media campaign. A publicity campaign that only contained print advertisements has proven to be as effective as multiple media campaigns. Thus, findings in this area of research are as of yet not conclusive.

This current study aims to fill the gap of foreign language use in a cross-media campaign, by researching the effectiveness of an advertising campaign that consists of a print advertisement and a radio commercial, because in prior research the comparison between print (visual) and radio (audio) as modalities has not yet been made. While there have been conducted studies that compare television commercials and print advertisements (Voorveld et al., 2011). That study showed differences in persuasiveness of media type, being that a cross-media campaign evoked a higher attitude toward the brand and a higher purchase intention than did a single medium publicity campaign.
Furthermore, this research aims at finding more evidence that the use of a foreign language will increase the appreciation for an advertisement or a commercial, provided that the foreign language is congruent with the product that is advertised. The use of a foreign language will be compared to using the native language of the target country (in this case Dutch) as studied before (e.g. Hornikx et al., 2010). As studies on the comprehensibility of different media have shown, print advertisements are easier to comprehend than audio (radio) commercials (Chaiken & Eagly, 1976; Jacoby et al., 1983). Especially when a difficult message is conveyed, print advertisements are perceived better. In the light of this current study, the use of a foreign language might be seen as an increase of the difficulty of the message. This might mean that a campaign that only contains of radio commercials is better appreciated when a native language slogan is used, but when print advertisements are used a foreign language slogan is higher evaluated, on condition that the slogan is not too difficult to understand (Hornikx et al., 2010).

Regarding the effectiveness of single medium campaigns versus cross-media campaigns, it can be expected that the cross-media campaigns will be better evaluated, similar to the findings of Voorveld et al. (2011). The focus in prior research has only been on the effectiveness of a single versus a cross-media campaign, but a foreign language as factor has of yet not been included. Furthermore, studies on the effectiveness of foreign language use in print advertising and radio commercials have only focused on one single medium, whilst in real life a publicity campaign often consists of multiple media sources. By conducting this present study, a new field of study will be entered and provide interesting topics of research for the future.

To test the effectiveness of foreign versus native language use in print, radio and cross-media campaigns, the following research question is addressed:

*To what extent are advertising campaigns that consist of print advertisement(s) and/or radio commercial(s) with a slogan in a foreign language (that is congruent with the product advertised) more effective than an advertising campaign in which there is no foreign language used?*
Results from this study might have interesting implications for international advertising, because often an advertising campaign contains different types of advertisements and/or commercials (e.g. print, radio, television etc.). It is interesting for globalised companies to know whether it is more effective for them to present their slogan in a foreign language, that is congruent to the product advertised, or if it is more effective to use the native language of the country in which the campaign is presented and therefore translate the initial slogan or create a new slogan. In addition, there might be differences in effectiveness that depend on the media that are used in the advertising campaign.
Method

Research design

This study used a 2 (language: Dutch or French) x 4 (media: print-print, print-radio, radio-print or radio-radio) between-subject design. Dutch participants evaluated eight sets of Dutch publicity campaigns (containing a combination of a print advertisement and/or a radio commercial) for one product (wine). Four sets of these campaigns contained a Dutch slogan and four sets of the campaigns contained a French slogan. The publicity campaigns consisted of either two times the same print advertisement, or the print advertisement followed by the radio commercial, or the radio commercial followed by the print advertisement, or two times the radio commercial. This cross-media versus one-media design is similar to the research design Voorveld et al. (2011) have used. However, in the present study was language added as an independent variable.

Materials

The Dutch publicity campaigns used in this study, contained four different experimental stimuli; two print advertisements and two radio commercials. One product (wine) was used in the campaigns, based on the choice of the foreign language that was used (French). This product and language were chosen because prior research has shown that there is congruence between product and language in both print advertising (Hornikx et al., 2013) and radio commercials (Hendriks et al., 2015).

The two print advertisements were created, based on several existing wine advertisements in the Netherlands, published in ‘Allerhande Magazine’. In both versions the same text was used, only the slogans were different. The French slogan in the publicity campaigns was ‘Santé! Goûtez la vie’ and the equivalent Dutch slogan was ‘Proost! Proef het leven’. Both versions of the print advertisements that were used in the experiment are added in figure 1.

Figure 1. The print advertisements with the French slogan (left) and the equivalent Dutch slogan (right)
The radio commercials were recorded in a professional studio, but not by a professional voice actor. The text of the radio commercial aimed at verbally explaining what the images on the print advertisement showed to create similarity and be able to compare these two different forms of media. The length of both commercials (with the French and with the Dutch slogan) was 32 seconds. In English translation, the text was as follows:

_Imagine yourself under the French sun and in between the purple lavender fields. This is the place where the best grapes are grown. These are used by the local winemakers to make the best wine with care and pride. So savour this delicious Southern French wine from the winery L'Horte yourself. Red, white or rosé and taste the richness that this wine has to offer. Santé, taste the life._

In a pre-test, 81 participants (70.4% female; average age 25.7 with $SD = 4.31$; range 20-40) were asked to rate the four different versions of the material (Advertisement with Dutch
slogan $n = 22$, advertisement with French slogan $n = 21$, commercial with Dutch slogan $n = 19$ and commercial with French slogan $n = 19$). The questionnaire consisted of six different statements that were created to the best of our knowledge and rated on a 7-point Likert scale ($1 = \text{completely disagree}$ and $7 = \text{completely agree}$). ‘This is a good example of an advertisement/commercial’, ‘This is a realistic example of an advertisement/commercial’, ‘This is a natural advertisement/commercial’, ‘This is a vivid advertisement/commercial’, ‘This is a nice advertisement/commercial’ and ‘This is an advertisement/commercial I could come across’. The reliability of the pre-test of the advertisements consisting of six items was good ($\alpha = .86$). The pre-test of the radio commercials consisting of six items was highly reliable ($\alpha = .93$). Furthermore, the participants were given space to share their feedback on the advertisement they saw or the radio commercial they heard, in order that they could be improved to use in the final experiment. The full pre-test questionnaire was added in the appendix.

An independent samples t-test showed no significant difference between the advertisement with the Dutch slogan and the advertisement with the French slogan ($t (41) = .66, p = .516$). The advertisement with the Dutch slogan ($M = 4.72, SD = 1.09$) were shown to have no higher appreciation than the advertisement with the French slogan ($M = 4.96, SD = 1.27$). A second independent samples t-test showed no significant difference between the radio commercial with the Dutch slogan and the radio commercial with the French slogan ($t (36) = .62, p = .542$). The radio commercials with the Dutch slogan ($M = 3.31, SD = 1.39$) were shown to have no higher appreciation than the radio commercial with the French slogan ($M = 3.61, SD = 1.67$). The mean evaluations of the pre-test showed that both radio commercials were received worse than both print advertisements, although no statistical analysis has been conducted to check for significant differences between the two types of media. Means and standard deviations of the pre-test can be found in table 1. The feedback given by the participants of the pre-test showed that the print advertisements were several times perceived as fake and the clarity of the radio commercials was overall insufficient. These features have both been improved, so that the material could be used in the final survey. The print advertisement were improved by diminishing the contrast between the colours, so that the advertisement became
less ‘fake’. The radio commercial was improved by creating a higher clarity, but the text and music was not changed. The final version of the print advertisements is included in figure 1.

Table 1. Means and standard deviations for the pre-test of the two print advertisements and the two radio commercials (1 = negative, 7 = positive)

<table>
<thead>
<tr>
<th></th>
<th>Ad NL $(n = 22)$</th>
<th>Ad FR $(n = 21)$</th>
<th>Radio NL $(n = 19)$</th>
<th>Radio FR $(n = 19)$</th>
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<td></td>
<td>$M$</td>
<td>$SD$</td>
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<tr>
<td>This is a good example of an advertisement / a commercial</td>
<td>5.36</td>
<td>1.18</td>
<td>5.71</td>
<td>.96</td>
</tr>
<tr>
<td>This is a realistic example of an advertisement / a commercial</td>
<td>4.82</td>
<td>1.50</td>
<td>5.30</td>
<td>1.53</td>
</tr>
<tr>
<td>This is a natural advertisement / commercial</td>
<td>4.18</td>
<td>1.79</td>
<td>4.05</td>
<td>1.91</td>
</tr>
<tr>
<td>This is a vivid advertisement / commercial</td>
<td>5.00</td>
<td>1.23</td>
<td>4.45</td>
<td>1.70</td>
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<tr>
<td>This is a nice advertisement / commercial</td>
<td>4.05</td>
<td>1.46</td>
<td>4.48</td>
<td>2.02</td>
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<tr>
<td>This is an advertisement / commercial I could come across</td>
<td>4.91</td>
<td>1.51</td>
<td>5.62</td>
<td>1.20</td>
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</tbody>
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Participants

A total of 255 Dutch participants evaluated the eight versions of the publicity campaigns. All participants were randomly assigned to one of the eight research condition by Qualtrics, the program that was used to distribute the survey. The average age of the participants was 36.91 ($SD = 14.94$) with a range from 18 to 85. Among the participants were 143 (56.1%) women, 108 (42.4%) men and 4 (1.6%) participants did not indicate their gender. Each participant evaluated only one publicity campaign. The distribution of the participants across the eight different versions of the experiment can be found in table 2.
Table 2. Distribution of participants across the eight versions of the experiment

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<th>Dutch slogan n</th>
<th>French slogan n</th>
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<td>Advertisement + radio</td>
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<td>commercial</td>
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<td>Radio commercial +</td>
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<td>radio commercial</td>
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</tbody>
</table>

Only Dutch people were approached to participate in this experiment. However, 45 participants did not indicate their nationality and 2 participants have indicated they have a different nationality than Dutch, although they did not fill in which was their nationality. Participants were also asked to fill in the highest level of education they had completed. The distribution of educational level showed a variety ranging from high school to a Master’s degree. The largest part of the participants had completed a university of applied sciences degree (38.4%).

A Chi-square test showed no significant relation between gender and version of the publicity campaign ($\chi^2 (7) = 4.10, p = .769$). Gender was therefore equally divided across the eight versions. A one-way analysis of variance showed no significant relation between age and version of the publicity campaign ($F (7, 246) = 1.17, p = .320$). Age was therefore also equally divided over the eight versions. A second Chi-square test showed no significant relation between educational level and version of the publicity campaign ($\chi^2 (28) = 21.27, p = .814$). Educational level was therefore also equally divided across the eight versions.

**Instrumentation**

The dependent variables measured in this study were attitude toward the publicity campaign, attitude toward the product, purchase Intention, and perceived comprehensibility.
**Attitude toward the publicity campaign.** This variable was taken from Hendriks et al. (2015) and consisted of five items which were measured on a 7-point semantic differential scale. The five items were ‘I believe this advertising campaign is captivating’, ‘I believe this advertising campaign is original (r)’, ‘I believe this advertising campaign is attractive (r)’, ‘I believe this advertising campaign is interesting’ and ‘I believe this advertising campaign is nice (r)’. The reliability of Attitude toward the advertising campaign consisting of five items was good ($\alpha = .81$).

**Attitude toward the product.** This variable was taken from Hendriks et al. (2015) and consisted of five items which were measured on a 7-point semantic differential scale. The five items were ‘I believe this product is captivating’, ‘I believe this product is original (r)’, ‘I believe this product is attractive (r)’, ‘I believe this product is interesting’ and ‘I believe this product is nice (r). The reliability of Attitude toward the product consisting of five items was good ($\alpha = .81$).

**Purchase intention.** This variable was taken from Hornikx et al. (2013) and consisted of three 7-point semantic differentials. The three items were ‘Buying this product is something I certainly want to do’, ‘Buying this product is really something for me’ and ‘Buying this product is something I recommend to my friends’. The reliability of Purchase intention consisting of three items was good ($\alpha = .84$).

**Perceived comprehensibility.** This variable consisted of three 7-point semantic differentials. This scale was constructed for this particular study to the best of our knowledge. The three items were ‘I believe this publicity campaign is comprehensible’, ‘I believe this publicity campaign is clear’ and ‘I believe this publicity campaign is easy’. Comprehensibility as variable, consisting of three items turned out to be highly reliable ($\alpha = .87$).

**Spontaneous recall.** The spontaneous recall of the slogans was measured by asking the participants to repeat the slogan they saw and/or heard in the publicity campaign. This measurement of comprehensibility was also used by Raedts and Dupré (2015). To examine whether the participants had a good recall of the slogan, the answers were with 0 = incorrect and 1 = correct. A correct recall of the slogan was ‘proef het leven’ or ‘goûtez la vie’. The first part of the slogan, ‘proost’ for Dutch and ‘santé’ for French, were not seen as obligatory parts to give a correct recall. To control for reliability of this examination a second coder was asked to
follow the same procedure, independent from the answers given by the first coder. The intercoder reliability was calculated with a Cohen’s $\kappa$. The reliability between the two coders was very good ($\kappa = .89$).

Procedure

Participants of this study were randomly assigned to one of the eight media exposure conditions. There were two different options for language (French or Dutch) and four different options for media exposure. Four conditions contained both the print advertisement and the radio commercial; two conditions had an initial print exposure, followed by the radio commercial; the other two conditions had an initial exposure to the radio commercial, followed by the print advertisement. These two different versions of the cross-media exposure are added to prevent primacy or recency effects.

The questionnaire was made and assigned to the participants with the use of Qualtrics. The 255 participants were approached with the use of digital media (such as e-mail, Facebook and LinkedIn) over a period of 10 days, between 27th July and 5th August 2016. They were asked to participate in an experiment for a Master’s thesis and they were told that their participation could take place from their own home. Participants were sent a link to the Qualtrics questionnaire (see Appendix), which started with an introductory text that explained what was expected of them. Then they started with one of the versions, followed by an article on the Dutch press site www.nos.nl about the ‘Nijmeegse Vierdaagse’ to create a more natural environment for the experiment. The article is added in the appendix of this thesis. After the participants had read the article, they had to return to the questionnaire, where they continued with the second part of their research condition. After seeing the whole publicity campaign, participants were asked to fill in a set of questions about the publicity campaign, and about their demographics. The questionnaire is added in the appendix of this thesis. Then the participants were thanked for their participation. The whole process took approximately 5-10 minutes and it was pointed out that participation was voluntary and that the responses would remain anonymous.
Statistical treatment

To analyse the credibility of the different versions of the materials, and to find out if all versions were perceived the same, several analyses were performed. A one-way analysis of variance was conducted to examine the differences between the two versions of the advertisement and a one-way analysis of variance was conducted to examine the differences between the two versions of the radio commercial. In order to also include language as a factor, a two-way analysis of variance was conducted for both the advertisements and the radio commercials.

To analyse the data and find possible differences between the different publicity campaigns, a multivariate analysis of variance was conducted.

In order to analyse possible differences in spontaneous recall between the different versions and languages that were included in this experiment, a chi-square test was conducted.
Results

The purpose of this study was to examine whether the use of a foreign language slogan (opposed to a Dutch slogan) in a cross-media publicity campaign (opposed to a single medium campaign) have an influence on consumers’ appreciation of the publicity campaign. To answer the research question as stated in the introduction, a two-way analysis of variance was conducted. This analysis of variance was carried out for the dependent variables attitude toward the campaign, attitude toward the product, purchase intention and comprehensibility.

First, the credibility of the print advertisements and the radio commercials was tested with the same set of six questions that were also used in the pre-test. To examine whether the print advertisements were equally perceived by all the participants throughout the three different versions a one-way analysis of variance with as factor version of advertisement showed no significant main effect for version of campaign on credibility of the advertisements ($F(2, 189) < .72$). A two-way analysis of variance was conducted to examine whether all advertisements were equally perceived when language (Dutch or French) was also taken into account as a factor. A two-way analysis of variance with language and type of campaign as factors showed neither a significant main effect for language on credibility of advertisement ($F(1, 186) < 1$), nor for type of campaign on credibility of advertisement ($F(1, 186) < 1$). The interaction effect between language and type of campaign was not statistically significant ($F(1, 186) = 2.67, p = .072$). Means and standard deviations for the previous analyses can be found in table 3.

A second one-way analysis of variance was conducted to examine whether the radio commercials were equally perceived by all the participants throughout the three different versions. The analysis of variance with as factor version of radio commercial showed no significant main effect for version of radio commercial on credibility of the radio commercial ($F(2,184) = 1.65, p = .195$). A two-way analysis of variance was conducted to examine whether all radio commercials were equally perceived when language (Dutch or French) was also taken into account as a factor. A two-way analysis of variance with language and type of campaign as factors showed neither a significant main effect for language on credibility of the commercial ($F$
The interaction effect between language and type of campaign was not statistically significant \( (F(1, 181) < 1) \). Means and standard deviations for the previous analyses can be found in table 3.

**Table 3. Means and Standard Deviations for the credibility of advertisements and commercials (1= negative, 7= positive)**

<table>
<thead>
<tr>
<th></th>
<th>Ad + Ad</th>
<th>Ad + Radio</th>
<th>Radio + Ad</th>
<th>Radio + Radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertisement credibility</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M SD (n)</td>
<td>4.33 1.17 (66)</td>
<td>4.52 1.08 (62)</td>
<td>4.32 0.93 (64)</td>
<td>NA* NA* (192)</td>
<td>4.39 1.06</td>
</tr>
<tr>
<td><strong>Commercial credibility</strong></td>
<td>NA* NA* (62)</td>
<td>3.92 1.26 (64)</td>
<td>3.52 1.28 (61)</td>
<td>3.61 1.27 (187)</td>
<td>3.68 1.27</td>
</tr>
</tbody>
</table>

*Not applicable for this version (either no advertisement or no commercial)*

The main purpose of this experiment was to examine whether different types of publicity campaigns (single media versus cross-media) were more effective when a French slogan was used, than when a Dutch slogan was used. The effectiveness was measured with the dependent variables attitude toward product, attitude toward campaign, purchase intention.
and perceived comprehensibility. A two-way analysis of variance with type of campaign (print, radio or print and radio) and language (French or Dutch) as factors showed neither a significant main effect of type of campaign on attitude toward product \((F (3, 247) < 1)\), nor a significant main effect of language on attitude toward product \((F (1, 247) < 1)\). The interaction effect between type of campaign and language was not statistically significant \((F (3, 247) < 1)\).

A second two-way analysis of variance with type of campaign and language as factors showed neither a significant main effect for type of campaign on attitude toward campaign \((F (3, 247) = 1.78, p = .256)\), nor a significant main effect for language on attitude toward campaign \((F (1, 247) < 1)\). The interaction effect between type of campaign and language was not statistically significant \((F (3, 247) = 2.29, p = .078)\).

Another two-way analysis of variance with type of campaign and language as factors showed neither a significant main effect for type of campaign on purchase intention \((F (3, 246) = 1.77, p = .153)\), nor a significant main effect for language on purchase intention \((F (1, 246) < 1)\). The interaction effect between type of campaign and language was not statistically significant \((F (3, 246) < 1)\).

A final two-way analysis of variance with type of campaign and language as factors showed neither a significant main effect for type of campaign on perceived comprehensibility \((F (3, 246) = 1.32, p = .270)\), nor a significant main effect for language on perceived comprehensibility \((F (1, 246) < 1)\). The interaction effect between type of campaign and language was not statistically significant \((F (3, 246) < 1)\). For all means and standard deviations, see tables 4 and 5.
Table 4. Means and Standard Deviations for the effectiveness of publicity campaigns in function of foreign language and type of campaign for the versions with the Dutch slogan (1=negative, 7=positive)

<table>
<thead>
<tr>
<th></th>
<th>Ad + Ad (n = 33)</th>
<th>Ad + Radio (n = 30)</th>
<th>Radio + AD (n = 34)</th>
<th>Radio + Radio (n = 30)</th>
<th>Total (n = 127)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
<td>M</td>
<td>SD</td>
<td>M</td>
</tr>
<tr>
<td>Attitude toward campaign</td>
<td>4.40</td>
<td>1.16</td>
<td>5.07</td>
<td>1.04</td>
<td>4.58</td>
</tr>
<tr>
<td>Attitude toward product</td>
<td>3.95</td>
<td>1.08</td>
<td>3.98</td>
<td>1.15</td>
<td>4.14</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>4.72</td>
<td>1.31</td>
<td>4.52</td>
<td>1.24</td>
<td>4.61</td>
</tr>
<tr>
<td>Comprehensibility</td>
<td>2.67</td>
<td>1.20</td>
<td>2.51</td>
<td>1.14</td>
<td>2.90</td>
</tr>
</tbody>
</table>

Table 5. Means and Standard Deviations for the effectiveness of publicity campaigns in function of foreign language and type of campaign for the versions with the French slogan (1=negative, 7=positive)

<table>
<thead>
<tr>
<th></th>
<th>Ad + Ad (n = 32)</th>
<th>Ad + Radio (n = 32)</th>
<th>Radio + AD (n = 30)</th>
<th>Radio + Radio (n = 32)</th>
<th>Total (n = 126)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
<td>M</td>
<td>SD</td>
<td>M</td>
</tr>
<tr>
<td>Attitude toward campaign</td>
<td>5.01</td>
<td>1.20</td>
<td>4.59</td>
<td>1.29</td>
<td>4.54</td>
</tr>
<tr>
<td>Attitude toward product</td>
<td>4.15</td>
<td>1.12</td>
<td>4.04</td>
<td>1.16</td>
<td>4.05</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>4.93</td>
<td>1.26</td>
<td>4.38</td>
<td>1.32</td>
<td>4.34</td>
</tr>
<tr>
<td>Comprehensibility</td>
<td>2.58</td>
<td>1.65</td>
<td>2.97</td>
<td>1.29</td>
<td>3.04</td>
</tr>
</tbody>
</table>

The last purpose of this study was to examine if the use of a foreign language in a publicity campaign evoked a lower comprehensibility, measured in actual comprehensibility. To measure the actual comprehensibility of the publicity campaign, a spontaneous recall of the slogan was asked. Regarding the publicity campaign with the Dutch slogan, 29.7% of the participants had a good spontaneous recall of the slogan. In the version with the French slogan, this percentage was lower, namely 18.9%. For all percentages, see table 5. To test if there was a significant relation between language (Dutch or French) and the correctness of the spontaneous recall. A Chi-square test showed a significant relation between language and correctness of
spontaneous recall ($\chi^2 (1) = 4.03, p = .045$). Participants who had seen / heard a publicity campaign with a Dutch slogan gave relatively more correct answers (29.7%) and relatively fewer incorrect answers (70.3%) compared to participants who had seen / heard a publicity campaign with a French slogan. The latter gave relatively fewer correct answers (18.9%) and relatively more incorrect answers (81.1%).

<table>
<thead>
<tr>
<th></th>
<th>Correct</th>
<th></th>
<th>Incorrect</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dutch</td>
<td>French</td>
<td>Total</td>
<td>Dutch</td>
<td>French</td>
</tr>
<tr>
<td>Count</td>
<td>38</td>
<td>24</td>
<td>62</td>
<td>90</td>
<td>103</td>
</tr>
<tr>
<td>Percentage</td>
<td>29.7%</td>
<td>18.9%</td>
<td>24.3%</td>
<td>70.3%</td>
<td>81.1%</td>
</tr>
</tbody>
</table>

In order to measure if correct recall of the slogan was a factor in the effectiveness of the publicity campaign, a two-way analysis of variance was conducted. To examine whether equal variances could be assumed, a Levene’s test was conducted. Testing the inequality between groups is beyond the scope of this project.

A two-way analysis of variance with correct recall and language as factors showed neither a significant main effect for correct recall on attitude toward campaign ($F (1, 251) < 1$), nor a significant main effect for language on attitude toward campaign ($F (1, 251) < 1$). The interaction effect between type of campaign and language was not statistically significant ($F (1, 251) < 1$). The error variance of attitude toward campaign was equal across groups. The Levene’s test was not significant ($p = .867$).

A two-way analysis of variance with correct recall and language as factors showed neither a significant main effect for correct recall on attitude toward product ($F (1, 251) = 3.46, p = .064$), nor a significant main effect for language on attitude toward product ($F (1, 251) < 1$). The interaction effect between correct recall and language was not statistically significant ($F (1, 251) < 1$). The error variance of attitude toward product was equal across groups. The Levene’s test was not significant ($p = .071$).

A third two-way analysis of variance with correct recall and language as factors showed a significant main effect for correct recall on purchase intention ($F (1, 250) = 4.78, p = .030$). There
was no significant main effect for language on purchase intention ($F (1, 250) < 1$). The interaction effect between correct recall and language was not statistically significant ($F (1, 250) < 1$). When participants were not able to correctly recall the slogan from the publicity campaign their purchase intention was higher ($M = 4.76, SD = 1.32$) than when participants were able to correctly recall the slogan ($M = 4.33, SD = 1.19$) The error variance of purchase intention was equal across groups. The Levene’s test was not significant ($p = .084$).

A final two-way analysis of variance with correct recall and language as factors showed a significant main effect for correct recall on perceived comprehensibility ($F (1, 250) = 4.40, p = .037$). There was no significant main effect for language on purchase intention ($F (1, 250) < 1$). The interaction effect between correct recall and language was not statistically significant ($F (1, 250) < 1$). When participants were able to correctly recall the slogan from the publicity campaign their perceived comprehensibility was lower ($M = 2.53, SD = 1.19$) than when they were not able to correctly recall the slogan from the publicity campaign ($M = 2.95, SD = 1.42$). The error variance of perceived comprehensibility was equal across groups. The Levene’s test was not significant ($p = .411$). For means and standard deviations, see table 6.

**Table 6.** Means and Standard Deviations for the effectiveness of publicity campaigns in function of correct recall of the slogan and foreign language (1=negative, 7=positive)

<table>
<thead>
<tr>
<th></th>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dutch (n = 38)</td>
<td>French (n = 24)</td>
</tr>
<tr>
<td></td>
<td>$M$</td>
<td>$SD$</td>
</tr>
<tr>
<td>Attitude toward campaign</td>
<td>4.74</td>
<td>1.06</td>
</tr>
<tr>
<td>Attitude toward product</td>
<td>3.81</td>
<td>0.82</td>
</tr>
<tr>
<td>Purchase intention</td>
<td>4.30</td>
<td>0.98</td>
</tr>
<tr>
<td>Perceived comprehensibility</td>
<td>2.55</td>
<td>1.09</td>
</tr>
</tbody>
</table>
Conclusion and discussion

The main purpose of the present study was to examine to what extent a cross-media campaign with or without a slogan in a foreign language has an influence on Dutch consumers’ evaluations of publicity campaigns. Similar to the study of Voorveld et al. (2011), which found that cross-media campaigns can make a difference in consumers’ evaluations of advertisements, four groups of participants rated four different versions of a publicity campaign in terms of attitude toward the campaign, attitude toward the product, purchase intention and perceived comprehensibility. In addition to the cross-media versus single medium design, the use of a foreign language was added in this present study.

As mentioned before the main purpose of this study was to find out if adding a foreign language to a publicity campaign would improve the effectiveness of the campaign. The results have shown that there were no significant differences between the publicity campaigns in which a Dutch slogan was used and the campaigns in which a French slogan was used. There are multiple theories that indicate that the use of foreign languages in advertising can have a positive effect on the advertisement evaluation. For example it is indicated that the use of a foreign language can stimulate stereotypes that can function as a country-of-origin effect (Kelly-Holmes, 2005; Piller, 2001), but the findings of this present study do not support these theories. A possible explanation for the contrasting results in this study might be that not all participants have positive associations with the French language, as found in the study of Hornikx et al. (2007). If participants have negative associations with the French language this will reflect on the evaluation of the publicity campaign. However, the findings of the present study are (partially) in line with earlier findings on the effectiveness of foreign languages in advertising (Planken et al., 2010, Raedts & Dupré, 2015). These studies found that the use of a foreign language in advertising does not evoke a more positive evaluation of the advertisement. In the study of Raedts and Dupré (2015), only purchase intention showed a significant difference between the Dutch slogan and the Italian slogan, which indicated that consumers were more inclined to buy the product (wine) when the Italian slogan was used, than when the Dutch slogan was used. These results were not found in the present study, nor in the study of Planken et al. (2010). Planken et al. (2010) found no significant difference in the affective evaluations of
In the present study, the results even showed that when a slogan was correctly recalled, regardless of language of the slogan, the purchase intention and perceived comprehensibility was lower than when participants were able to correctly recall the slogan. Concerning the attitude towards the campaign, results from Raedts and Dupré (2015) did not show any significant differences concerning attitude towards the campaign or the advertisement, which is similar to the results from this present study. One possible explanation for the fact that no differences were found between the attitude toward the campaign or the product when a foreign language was used can be that product involvement can influence affective evaluations (Raedts & Dupré, 2015). This present study was conducted with only one product (wine) in the advertisements and commercials. Raedts & Dupré (2015) used the same product in their advertisements and they found that product involvement influences consumers evaluations. This means that when a consumer is highly involved with the product that is advertised, he or she is more likely to evaluate the advertisement or commercial more positively, than when the consumer is lowly involved with the product (Raedts & Dupré, 2015). The congruence between language and product cannot be the reason that there were no differences found, because prior research has shown that wine as product is congruent with the French language (Hendriks et al., 2015; Hornikx et al., 2013).

Results from this present study, concerning the use of a foreign language in radio commercials, oppose the results from studies on accentedness in radio commercials. In the present study, there were no differences found between a Dutch slogan and a French slogan in the radio commercials, while previous studies have shown that an accent of the spokesperson can have a negative effect on the evaluation of that radio commercial (e.g. DeShields & de los Santos, 2000; Hendriks et al., 2015). This might mean that accentedness of a spokesperson can diminish the evaluation of a radio commercial. Results from this study did not show that the use of a French slogan had a negative influence on consumers’ evaluation of the radio commercial. This might implicate that a foreign accent is perceived worse in a radio commercial, than a (slogan in a) foreign language. A possible explanation can be that merely the symbolic meaning of the French language in the slogan, sufficed to correct the negative influence of accentedness.
(Kelly-Holmes, 2005). This implies that only recognizing that French is used, stereotypical associations with the French language are activated among the participants that influence their evaluations of the radio commercials. The congruence between the product advertised (in this case wine) and the language used (French) is of great importance here. Studies have shown that when a foreign language is used in advertising, this can only improve consumers’ evaluations of the advertisement when the language shows congruence with the product (e.g. Hendriks et al., 2015). In the present study wine as product and French as language were used, because prior studies have shown that this product and language show congruence for both print advertisements (Hornikx et al., 2013) and radio commercials (Hendriks et al., 2015). This fit between product and language is of great importance in the evaluation of a product (Verlegh & Steenkamp, 1999). In the present study the product – language congruence did not have a positive effect on the evaluations of the advertising campaigns with the French language. However, no negative effect was found as well, which means that the foreign language did not diminish the evaluation of the publicity campaign.

The main research question dealt with the effectiveness of a foreign language in a cross-media campaigns and in a single media publicity campaign. For all the dependent variables (attitude toward the campaign, attitude toward the product, purchase intention and comprehensibility), no significant differences were found between the campaigns that only contained one medium (print or radio) and the cross-media campaigns in which both print and radio were used as media. These results oppose the effects found by Voorveld et al. (2011), who found that consumers’ appreciation for cross-media campaigns were significantly higher than for single media campaigns in terms of attitude toward the brand and in purchase intention. However, other research has shown that no significant differences were found in affective responses (attitude toward brand and attitude toward advertisements) between single and cross-media exposure (Dijkstra et al., 2005). Results from the present study support the latter. However, the study of Dijkstra et al. (2005) used different media (internet, print and television) than in the present study were used (print and radio), which might mean that the results cannot be compared to each other that easily. Prior research that included internet banners and radio commercials in their cross-media campaigns (Voorveld et al., 2011), which is more similar to the
present study, showed a higher purchase intention for cross-media campaigns. But since no significant differences were found between the different types of media campaigns, this present study does not support the findings of Voorveld et al. (2011). An explanation that no significant differences were found between the different types of publicity campaigns, can possibly be found in the assessments of the materials as seen in the pre-test. The pre-test showed that Dutch consumers did, overall, not perceive the advertisements and the commercials as realistic. In order to use the materials for the final experiment, improvements have been made as explained in the method section. The credibility of the materials was measured in the final experiment and the results showed that there are no significant differences between the different versions of the advertisements or between the different versions of the commercials. Nevertheless did the results show a significant difference between the credibility of the radio commercials and the credibility of the print advertisements. The radio commercials were, overall, perceived as less credible than the advertisements. This means that the participants were less positive about the radio commercials ($M = 3.68, SD = 1.27$) than they were about the print advertisements ($M = 4.39, SD = 1.06$), which might influence their affective evaluations of the commercials.

The last purpose of this study dealt with the effect of spontaneous recall on the affective evaluations of the participants. Just like past research has already shown, this present study shows that the percentage of spontaneous recall of the Dutch slogan was higher than the percentage of spontaneous recall of the French slogan. Regardless of type of campaign, the Dutch slogan was in general better recalled (29.7%) than the French slogan (18.9%). This finding does not support earlier research that used the same method to measure spontaneous recall of the slogan (Raedts and Dupré, 2015). These scholars found no difference in spontaneous recall of the Dutch slogan than, in their study, the Italian slogan. Raedts and Dupré (2015) argued that they expected that there were no differences in spontaneous recall, because the participants only saw the advertisement for a maximum of 8 seconds. The results in the present study might be different, because in the print advertisement the participants did not have a time limit, as a result of which they could look carefully at the advertisement. However, in the radio
commercial the slogan was only mentioned one time at the end of the commercial and thus, maybe harder to take in.

Furthermore, past research has shown that the comprehensibility of a slogan in a foreign language can affect the appreciation of the advertisement (Hornikx et al., 2010; Hornikx & Starren, 2006). These studies both showed that the appreciation for an ad was higher when a slogan in a foreign language was used, provided that the slogan was easy to understand. But when the slogan was too hard to understand, the appreciation for the advertisement with a Dutch slogan was higher than for an advertisement with a foreign slogan. The difficulty of the French slogan was not measured in the present study, but since the evaluation of the campaigns with the French slogan was not worse than the campaigns with the Dutch slogan, it seems that the French slogan was in general well understood. Although, of course, this cannot be concluded since it was not measured. Again, it is stressed that not only the actual understanding of the foreign language can be of influence, but only recognition of a language can already evoke associations (e.g. Kelly-Holmes, 2005). When participants recognize that the slogan is in French, a symbolic meaning can be transferred into the evaluations of the publicity campaign.

Surprisingly, the results have shown that correct recall of the used slogan had a negative effect on purchase intention and on perceived comprehensibility. This implies that when the slogan that is used in the campaign can be recalled correctly, the participant was less likely to purchase the advertised product and that the participant thought that the campaign was not easy to understand. A possible explanation for this result for the print advertisement can be found in the theory of Wright (1974) which argued that visual (print) transmission of information can have an advantage over audio transmission of information, because people are able to re-read the information that is offered to them. In the light of the current results, this might implicate that the participants who have carefully read the advertisement formed a negative opinion about the advertisement. Therefore, the participants did not want to buy the advertised product and did not understand the overall purpose of the campaign. Furthermore, the symbolic meaning of the French language can be of greater importance here than the actual understanding or recollection of the slogan that is used. This implicates that participants who were not able to recollect the French slogan correctly did not evaluate the commercial worse
than the participants who did recollect the French slogan. The results in this study showed that the French slogan was recollected less than the Dutch slogan, but this difference did not influence the affective evaluation of the campaign of the product advertised. This can be support for the theory of Piller (2003) which argues that stereotypes that are activated by a language will be transferred into the product that is advertised. In this study that would imply that participants that recognize the French language in the campaign make an association with the French, who are well-known for their wine production. The country-of-origin effect that is created by the French language in the present study might compensate for the fact that most participants were not able to recall the slogan, but nevertheless there were not significant differences found in appreciation for the different publicity campaigns.

It is possible that the visual elements in the print advertisement had a greater influence on the participants than did the textual elements. This can have effects on the affective evaluations of the advertisements, as for example shown by Roozen and Raedts (2013). These scholars concluded that visual country-of-origin effects can ‘crowd out’ language country-of-origin effects. In the case of this present study, participants might have paid more attention to the fields of lavender and the bottles of wine, than they did in reading the texts carefully and thus, were in general not able to recall the slogan. Furthermore, concerning the radio commercials and the recall of the slogan, the quality of the radio commercials might have had a great influence. Results from the credibility check showed that the radio commercials were perceived as less credible than the print advertisements. This was a general finding, regardless of the language in which the slogan was presented. However, these findings might have implications for the evaluations of the campaigns, because negative evaluations might be ascribed to the poor quality of the radio commercials instead of the content, or the persuasiveness of the commercial. Chaiken and Eagly (1976) have shown that a difficult message is easier to understand when it is sent in written modality, than when it is sent in an auditory modality. The French slogan can be seen as a more difficult message than the Dutch slogan and this might explain that the Dutch slogan was recollected significantly more than the French slogan. However, this is a possible explanation, but cannot be seen as conclusive proof.
Limitations and future research

A first limitation of this present study concerns the experimental sample, because only Dutch consumers were asked to evaluate the different publicity campaigns. For future research, this empirical study should also be conducted with participants from different nationalities or in different countries. However, the sample did involve participants with a large difference in age and educational level. This means that the sample can be seen as a good representation of Dutch society, in contrast to many other studies in which often only students are used (with a low average age and a high educational level). Secondly, the results of this present study only apply to one foreign language and one product. A replication of this study has to show whether the current results can be applied to other countries, languages and products.

Furthermore, the experimental setting was too controlled to obtain a natural evaluation of the Dutch consumers. To create a natural viewing/listening environment for the campaigns, a news article was added in the middle of the experiment. Nevertheless, only the manipulations of this study were shown to the participants and no filler ads/commercials were used. The experimental conditions and the materials can be modified in future research to examine if significant differences can be found between foreign language and native language use in cross media campaigns or single medium campaigns.

In future research, different types of media for the cross-media and single media condition can be used to examine if consumers’ evaluations are different when for example television commercials and internet banners are used as media types. These two media types were used by Voorveld et al. (2011) in their cross-media research, except that they did not use foreign language as a variable that might change consumers’ evaluations. Regarding the foreign language use in the slogan, future research should use multiple languages. This might have interesting implications, for example because different languages evoke different positive or negative associations (e.g. Hornikx et al., 2007). Other interesting additions to the present study might be to add an examination of the level of proficiency participants have in the foreign language that is examined, and to ask for the participants’ attitude towards the country in which the foreign language is spoken and their attitude towards the language. These are factors that
were not measured in the present study, but could be of value for further research, because this might influence people’s evaluations of the publicity campaign.

The results as described above indicated that there was no effect of foreign language use in Dutch publicity campaigns that were either single medium or cross-media based. As these results contrast earlier studies on the use of foreign languages in advertising, it suggests that foreign language use in publicity campaigns needs to be more investigated to understand what effects it has on consumers’ evaluations. The contrasting results are highlighted by the fact that correct spontaneous recall of the slogan had a negative effect on purchase intention and on perceived comprehensibility. This stresses the fact that this field of study might have interesting practical implications, but certainly opens several possibilities for future research. A practical implication of the findings of the present study is that advertisers should remain cautious in implementing a foreign language in a publicity campaign in the Netherlands.
References


Appendices

Pre-test questionnaire

Dear participant,

Thank you so much for your participation in this experiment for my Master International Business Communication.

During this experiment I will ask you to evaluate a publicity campaign. Please answer honestly, there are no wrong or right answers, and all answers will remain anonymous. Your answers will be used for this study only. With your participation, you agree on these terms. The experiment will only take a few minutes of your time. You can’t start the experiment for a second time, so I ask you to please finish the experiment in one time.

If you have any questions, you can always send me an e-mail on christelbensink@student.ru.nl.

Thanks again for your participation.

Christel Bensink

This is a good example of an advertisement
Totally disagree 0 0 0 0 0 0 0 0 Totally agree

This is a realistic example of an advertisement
Totally disagree 0 0 0 0 0 0 0 0 Totally agree

This is a natural advertisement
Totally disagree 0 0 0 0 0 0 0 0 Totally agree

This is a vivid advertisement
Totally disagree 0 0 0 0 0 0 0 0 Totally agree

This is a nice advertisement
Totally disagree 0 0 0 0 0 0 0 0 Totally agree

This is an advertisement I could come across
Totally disagree 0 0 0 0 0 0 0 0 Totally agree
This is a good example of a commercial
Totally disagree 0 0 0 0 0 0 0 0
Totally agree

This is a realistic example of a commercial
Totally disagree 0 0 0 0 0 0 0 0
Totally agree

This is a natural commercial
Totally disagree 0 0 0 0 0 0 0 0
Totally agree

This is a vivid commercial
Totally disagree 0 0 0 0 0 0 0 0
Totally agree

This is a nice commercial
Totally disagree 0 0 0 0 0 0 0 0
Totally agree

This is a commercial I could come across
Totally disagree 0 0 0 0 0 0 0 0
Totally agree

Gender:
Male/female

Age: ....

Nationality:
Dutch / Other, namely: ..... 

This is the end of the experiment.
Thank you again for participating!
Questionnaire

Dear participant,

Thank you so much for your participation in this experiment for my Master International Business Communication.

During this experiment I will ask you to evaluate a publicity campaign. Please answer honestly, there are no wrong or right answers, and all answers will remain anonymous. Your answers will be used for this study only. With your participation, you agree on these terms. The experiment will take approximately 5-10 minutes of your time. You can’t start the experiment for a second time, so I ask you to please finish the experiment in one time.

If you have any questions, you can always send me an e-mail on christelbensink@student.ru.nl.

Thanks again for your participation.

Christel Bensink

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*Buying this product is:*

<table>
<thead>
<tr>
<th>Description</th>
<th>Rating</th>
<th>Description</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Something I certainly want to do</td>
<td>0 0 0 0 0 0</td>
<td>Something I never want to do</td>
<td></td>
</tr>
<tr>
<td>Really something for me</td>
<td>0 0 0 0 0 0</td>
<td>really not something for me</td>
<td></td>
</tr>
<tr>
<td>Something I recommend to my friends</td>
<td>0 0 0 0 0 0</td>
<td>Something I would not recommend to my friends</td>
<td></td>
</tr>
</tbody>
</table>

*I believe this commercial is:*

<table>
<thead>
<tr>
<th>Description</th>
<th>Rating</th>
<th>Description</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Captivating</td>
<td>0 0 0 0 0 0</td>
<td>Boring</td>
<td></td>
</tr>
<tr>
<td>Not original</td>
<td>0 0 0 0 0 0</td>
<td>Original</td>
<td></td>
</tr>
<tr>
<td>Not attractive</td>
<td>0 0 0 0 0 0</td>
<td>Attractive</td>
<td></td>
</tr>
<tr>
<td>Interesting</td>
<td>0 0 0 0 0 0</td>
<td>Not interesting</td>
<td></td>
</tr>
<tr>
<td>Not nice</td>
<td>0 0 0 0 0 0</td>
<td>Nice</td>
<td></td>
</tr>
</tbody>
</table>

*I believe this product is:*

<table>
<thead>
<tr>
<th>Description</th>
<th>Rating</th>
<th>Description</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Captivating</td>
<td>0 0 0 0 0 0</td>
<td>Boring</td>
<td></td>
</tr>
</tbody>
</table>
I believe this campaign is:

Comprehensible 0 0 0 0 0 0 0 Not comprehensible
Clear 0 0 0 0 0 0 0 Unclear
Easy 0 0 0 0 0 0 0 Difficult

Please indicate what slogan was used in the publicity campaign:

This is a good example of an advertisement
Totally disagree 0 0 0 0 0 0 0 Totally agree

This is a realistic example of an advertisement
Totally disagree 0 0 0 0 0 0 0 Totally agree

This is a natural advertisement
Totally disagree 0 0 0 0 0 0 0 Totally agree

This is a vivid advertisement
Totally disagree 0 0 0 0 0 0 0 Totally agree

This is a nice advertisement
Totally disagree 0 0 0 0 0 0 0 Totally agree

This is an advertisement I could come across
Totally disagree 0 0 0 0 0 0 0 Totally agree

This is a good example of a commercial
Totally disagree 0 0 0 0 0 0 0 Totally agree

This is a realistic example of a commercial
Totally disagree 0 0 0 0 0 0 0 Totally agree
This is a natural commercial
Totally disagree 0 0 0 0 0 0 0 0 0 0 0 0 0 Totally agree

This is a vivid commercial
Totally disagree 0 0 0 0 0 0 0 0 0 0 0 0 0 Totally agree

This is a nice commercial
Totally disagree 0 0 0 0 0 0 0 0 0 0 0 0 0 Totally agree

This is a commercial I could come across
Totally disagree 0 0 0 0 0 0 0 0 0 0 0 0 0 Totally agree

Gender:
Male / female

Age:
.................

Nationality:
Dutch / other, namely ....

Please indicate the highest level of education you have completed:

- High school
- Trade/technical/vocational training
- University of applied sciences
- Bachelor’s degree on university level
- Master’s degree
- Other, namely .....
Jubileumeditie Vierdaagse was een pittige

VR 22 JULI, 20:42

Het was zuur voor die 439 deelnemers die op de laatste dag van de Vierdaagse alsnog uitvielen. Maar in totaal 42.557 mensen wisten uiteindelijk wel de finish te halen. Daarmee volbrachten ruim negen op de tien lopers die zich vooraf hadden aangemeld ook echt de volle vier dagen.

Op dinsdag stonden er 47.166 namen op de deelnamelist, van wandelaars afkomstig uit 68 landen. Op de eerste dag vielen er meer deelnemers uit dan het jaar ervoor. Het grootste aantal uitvallers was op dag twee: 2050 lopers. De slotdag kende de minste uitvallers. Dat is nog wel twee maal zoveel als de voorgaande twee jaren.
Heel erg vreemd is dat ook weer niet. Ervaringen wandelaars die de honderdste Vierdaagse hebben voltooid, noemden het "een heel zware editie". De wandelaars hadden tijdens de Vierdaagse te kampen met tropische hitte, hevige hoosbuien en dreigend onweer. Ook na de finish vielen nog slachtoffers door de lange rijen bij de loketten waar de medailles werden uitgereikt.

Blaren
Ruim twee keer zoveel wandelaars als vorig jaar kregen een flauwte van de warmte (344) of hadden andere klachten (158) die met de hitte te maken hadden, zoals hitte-uitslag.

De afgelopen vier dagen ging er 20 liter jodium doorheen, 20 kilometer leukoplast tape, 35 liter kampferspiritus, 42.000 gaasjes, 39.000 handschoenen en 11.000 bloedlancetten om de blaren mee door te prikken.

Tijdens deze editie van de Vierdaagse was een recordaantal van 750 vrijwilligers aan het werk. Koning Willem-Alexander, die vanwege de jubileumeditie vandaag de Vierdaagse bezocht, roemde hun inzet. "Zonder vrijwilligers zijn dit soort evenementen gewoon niet te houden."