

# Product Placements

Journal of Advertising

38, 21-32

DOI: 10.2753/joa0091-3367380302

Citation Report

#	ARTICLE	IF	CITATIONS
1	When Intrusive Can Be Likable. <i>Journal of Advertising</i> , 2011, 40, 63-76.	4.1	81
2	Embedded Advertising on Television: Disclosure, Deception, and Free Speech Rights. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 226-238.	2.2	93
3	Giving the wrong impression: food and beverage brand impressions delivered to youth through popular movies. <i>Journal of Public Health</i> , 2012, 34, 245-252.	1.0	12
4	The Moderating Effect of Ego Depletion on Viewer Brand Recognition and Brand Attitudes Following Exposure to Subtle Versus Blatant Product Placements in Television Programs. <i>Journal of Advertising</i> , 2012, 41, 55-66.	4.1	34
5	Exploring saturation levels for sponsorship logos on professional sports shirts: a cross-cultural study. <i>International Journal of Sports Marketing and Sponsorship</i> , 2012, 13, 2-16.	0.8	8
6	Observations: Unpaid product placement. <i>International Journal of Advertising</i> , 2012, 31, 703-718.	4.2	20
7	Exploring saturation levels for sponsorship logos on professional sports shirts: a cross-cultural study. <i>International Journal of Sports Marketing and Sponsorship</i> , 2012, 13, 25-39.	0.8	5
8	Branding in fictional and virtual environments. <i>European Journal of Marketing</i> , 2012, 46, 811-826.	1.7	32
9	The Behavioral Effects of Negative Product Placements in Movies. <i>Psychology and Marketing</i> , 2012, 29, 622-635.	4.6	9
10	Can disclosures lead consumers to resist covert persuasion? The important roles of disclosure timing and type of response. <i>Journal of Consumer Psychology</i> , 2013, 23, 483-495.	3.2	167
11	An Intelligent Embedded Marketing Service System based on TV apps: Design and implementation through product placement in idol dramas. <i>Expert Systems With Applications</i> , 2013, 40, 4127-4136.	4.4	9
12	“See Me or Not, I Am There” Chinese White-Collar Moviegoers’ Interpretation of Product Placements in Chinese Commercial Movies. <i>Journal of Promotion Management</i> , 2013, 19, 507-533.	2.4	2
13	College-aged young consumers' interpretations of product placement in social games. <i>Young Consumers</i> , 2013, 14, 41-51.	2.3	4
14	The Impact of Product Placement Strategy on the Placement Communication Effect: The Case of a Full-Service Restaurant. <i>Journal of Hospitality Marketing and Management</i> , 2014, 23, 424-444.	5.1	5
15	Modeling attitude constructs in movie product placements. <i>Journal of Product and Brand Management</i> , 2014, 23, 516-531.	2.6	33
16	So Many Things to Do! How Multitasking Affects Memory and Attitude for Product and Brand Placements. <i>Australasian Marketing Journal</i> , 2014, 22, 288-295.	3.5	9
17	When James Bond shows off his Omega: does product placement affect its media host?. <i>European Journal of Marketing</i> , 2015, 49, 1666-1685.	1.7	25
19	The Moderating Role of Social Norms on the Effects of Product Placement in Television Fiction: A Field Study in Brazil. <i>Journal of Current Issues and Research in Advertising</i> , 2015, 36, 20-34.	2.8	9

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21	Yo, DJ, That's My Brand: An Examination of Consumer Response to Brand Placements in Hip-Hop Music. <i>Journal of Advertising</i> , 2015, 44, 47-57.	4.1	29
22	Trends in food and beverage television brand appearances viewed by children and adolescents from 2009 to 2014 in the USA. <i>Public Health Nutrition</i> , 2016, 19, 1928-1933.	1.1	12
23	Product advertising and viral stealth marketing in online videos. <i>Aslib Journal of Information Management</i> , 2016, 68, 250-264.	1.3	8
24	The Role of Consumer Narrative Enjoyment and Persuasion Awareness in Product Placement Advertising. <i>American Behavioral Scientist</i> , 2016, 60, 1510-1528.	2.3	21
25	Mere Exposure as a Signal: Company Objectives and Research Propositions. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 411-421.	2.6	7
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27	The Effects of Product Placement in Fictitious Literature on Consumer Purchase Intention. <i>Psychology and Marketing</i> , 2016, 33, 883-898.	4.6	6
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29	New Forms of Advertising in Television: Types and Effectiveness. , 2016, , 47-76.		0
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31	Do I know you? How brand familiarity and perceived fit affect consumers' attitudes towards brands placed in movies. <i>Marketing Letters</i> , 2016, 27, 461-471.	1.9	31
32	The effect of product placements on the evaluation of movies. <i>European Journal of Marketing</i> , 2016, 50, 530-549.	1.7	18
33	Processing of product placements and brand persuasiveness. <i>Marketing Intelligence and Planning</i> , 2016, 34, .	2.1	22
34	How Product-Plot Integration and Cognitive Load Affect Brand Attitude: A Replication. <i>Journal of Advertising</i> , 2016, 45, 113-119.	4.1	16
35	Antecedents of product placement effectiveness across cultures. <i>International Marketing Review</i> , 2016, 33, 5-24.	2.2	43
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37	Young adults' perceptions of product placement in films: An exploratory comparison between the United Kingdom and Hong Kong. <i>Journal of Marketing Communications</i> , 2017, 23, 311-328.	2.7	17

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39	Brand placement repetition in a fictional text. <i>International Journal of Advertising</i> , 2017, 36, 38-59.	4.2	17
40	Milk, juice, or cola? Exploring the effect of product placement on children's attitudes and behavior. <i>Health Marketing Quarterly</i> , 2017, 34, 128-141.	0.6	4
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42	Brand Appearance in Chinese and American Top-Grossing Commercial Movies: A Comparison. <i>Journal of Promotion Management</i> , 2017, 23, 540-556.	2.4	0
43	Direct evaluative conditioning in brand placement: The impact of scene valence and prominence on brand placement repetition effects. <i>Journal of Consumer Behaviour</i> , 2017, 16, 452-462.	2.6	13
44	Brand placement in text: the short- and long-term effects of placement modality and need for cognition. <i>International Journal of Advertising</i> , 2017, 36, 682-704.	4.2	10
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52	Better together? Harnessing the power of brand placement through program sponsorship messages. <i>Journal of Business Research</i> , 2018, 83, 151-159.	5.8	15
53	Fitting product placements: Affective fit and cognitive fit as determinants of consumer evaluations of placed brands. <i>Journal of Business Research</i> , 2018, 82, 90-102.	5.8	24
54	Product placement practices in prime-time television programmes in Hong Kong. <i>International Journal of Advertising</i> , 2018, 37, 984-1009.	4.2	10
55	Applying eye tracking and electroencephalography to evaluate the effects of placement disclosures on brand responses. <i>Journal of Consumer Behaviour</i> , 2018, 17, 519-531.	2.6	31

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57	The influence of dialogic engagement and prominence on visual product placement in virtual reality videos. <i>Journal of Business Research</i> , 2019, 100, 493-502.	5.8	40
58	Measuring the Impact of Product Placement with Brand-Related Social Media Conversations and Website Traffic. <i>Marketing Science</i> , 2019, 38, 481-499.	2.7	19
59	Expanding the Agenda of Research on Product Placement: A Commercial Intertext. <i>Journal of Advertising</i> , 2019, 48, 38-48.	4.1	28
60	Modelling the Effects of Brand Placements in Movies: An Investigative Study of Event Type and Placement Type. <i>Vision</i> , 2019, 23, 31-43.	1.5	9
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65	Effects of Message Variation and Communication Tools Choices on Consumer Response. <i>Global Business Review</i> , 2019, 20, 42-56.	1.6	3
66	Brand Placement in a Movie Song and its Impact on Brand Equity. <i>Journal of Promotion Management</i> , 2020, 26, 233-252.	2.4	12
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69	Influencer Marketing Between Mothers: The Impact of Disclosure and Visual Brand Promotion. <i>Journal of Current Issues and Research in Advertising</i> , 2021, 42, 236-257.	2.8	24
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73	Effectiveness of brand placements in music videos on viewersâ€™ brand memory, brand attitude and behavioral intentions. <i>European Journal of Marketing</i> , 2021, 55, 420-443.	1.7	14

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75	Investigating the influence of audiencesâ€™ movie-viewing motives on attitude towards brand placement in movies. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 487-510.	1.4	5
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90	The Impact of Exposure to PPL-related Information on Consumer Brand Attitude -The Role of Priming of Consumer Persuasion Knowledge in PPL-. <i>Journal of Public Relations</i> , 2011, 15, 5-35.	0.2	1
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116	Now you see me. Evaluating visual and auditory brand placement disclosures in music videos. Journal of Marketing Communications, 0, , 1-23.	2.7	0
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