

**Allan, David (2007), “Comparative Effectiveness of 30- Versus 60-Second Radio Commercials on Recall and Rate,” *Journal of Radio Studies* 14 (2) 165-177.**

Can less really be more? This study is designed to provide the radio and advertising industries with an objective, theoretical foundation to what is being called “Less Is More.” Specifically, this study compares the effectiveness of 30-second and 60-second radio commercials on unaided recall. The results indicate that the *brand* recall as well as the *message* and *proven* recall of advertising from 60-second commercials are significantly greater than from 30-second commercials. The results also indicate that the first or second commercial in the commercial set will be better recalled. Based on these results, this study suggests a possible pricing model for 30-second commercials and a premium for first or second in-pod placement.

**Allan, David (2007), “Sound Advertising: A Review of the Experimental Evidence on the Effects of Music in Commercials on Attention, Memory, Attitudes, and Purchase” *Journal of Media Psychology* 12 (3) [On-Line]. Available: <http://www.calstatela.edu/faculty/sfisco/>**

This article reviews the empirical studies on the interaction of music and the hierarchy of advertising effects, or specifically attention, memory, attitudes and purchase intention. The most relevant literature is analyzed through the formation of two comprehensive tables of theories and experiments. Music variables such as appeal, fit, melody, mood, tempo, texture, tonality, and valence are shown to influence consumer attitude toward the ad and the brand, recall, pleasure and arousal, and purchase intention. This review provides a summary of the results and the foundation for future research into sound advertising.

**Allan, David (2007), “Sound Retailing: Music Effects on Shopping Behavior,” Bricks and Mortar Shopping in the 21<sup>st</sup> Century. ed. Tina Lowry. Lawrence Erlbaum Associates: Mahwah, NJ.**

Over thirty years after Kotler (1973) called it an atmospheric effect, music is still being played in retail establishments for the enjoyment and engagement of customers and employees. To many of us it is simply a form of entertainment. But to the retailer, music continues to be a key element

in the retail environment. Bitner (1992) suggested that it was *the* key ambient condition of the servicescape. From a psychological perspective, it has been shown that music can affect everything from mood of the shopper to their attitude toward the store and its employees. From a marketing perspective, it can position the retail establishment and help differentiate it from its competitors by stimulating the development of “brand scape.” Now with increasing competition that retailing is facing from e-tailing, music may be the *at-mus-pheric* effect that interacts with other atmospheric effects to distinguish bricks from clicks and result in *sound retailing*.