Social Events and Advertising Messages -
A Case of the Iraq War and Super Bowl Advertising

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There have been some studies dealing with the influence of social events on the changes in the content of advertising. For example, it was found that recent social events, such as 9/11, significantly influenced how advertisers develop and execute their advertising. However, the Iraq war, which commenced in 2003, has not been applied to many recent studies that investigate whether or not social events cause changes in advertising content. This content analysis investigates the possible influences of the Iraq war on the 1) message formats and 2) advertising group appeals, by comparing the features between advertising aired before and after the beginning of the war. For the sample for this study, Super Bowl advertising was chosen based upon the assumption that the advertisers make special efforts to reflect the public's general view points of Super Bowl advertising not only because Super Bowl ads are the most expensive ads that can be purchased in a given a year, but also because many people are excited to watch the commercials. A total of 487 Super Bowl advertisements from the two-year time period before the beginning of the Iraq war, as well as the other two-year time period after the war began, were analyzed. The results revealed that there are interesting, significant differences in advertising appeals and messages formats between the Super Bowl advertising aired before and after the war commenced.

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Advertisers have been known to monitor public sentiment in order to improve the effects of the message strategies in advertising campaigns (Sterns, Borna, & Oakenfull, 2003). Advertisers attempt to make use of major trends in society or consumer interest for marketing purposes by reflecting on insights they get in their advertising. For example, since there has been an on-going health hype, such as America's obsession with carb-counting dieting, diverse companies have applied messages related to healthy weight management in product advertising (Bishop, 2001). It is an important job for advertising professionals and clients to understand what consumers' biggest interests and concerns are, as they can become the passageway into brand attitudes and purchase intentions. Such findings are incorporated into advertising themes and messages in an attempt to differentiate brands, as well as to establish a special connection between the brand and the consumer (Vanden Bergh & Stuhlfaut, 2006).

The dominant public interest is easily created by important national or international events such as a war, severe weather, and major sports events (Sadow, 2002). After a national/international event, people can become highly sensitive to issues and interests related to particular events (Belt, 2004). For example, the terrorist attacks of September 11 in 2001, as well as the war in Iraq, which began in 2003, are thus far two main social events of the new century, which have evoked common interest and sentiment among Americans (Sterns, Borna, & Oakenfull, 2003). Individuals have not only experienced devastation, sorrow, and anger, but these events have also caused the nation to come together as one immediately following the events. In the midst of such unified, national sentiments, marketers are prone to take advantage of the rise of emotions through timely advertising appeals (Scott, 2003). This has been evident in the increased use of patriotic themes in advertisements after 911 that emphasize products made in the U.S.A. or for the American people (Gelb, 2002; Nucifora, 2003; Sterns, Borna, & Oakenfull, 2003). Messages across all types of advertisings during this time of unity were influenced, more or less, by those two historical, national events (Sterns, Borna, & Oakenfull, 2003). It was found through several studies that the unexpected social event, such as 9/11, significantly influenced the messages in numerous types of advertising (Scott, 2003).

However, compared to studies dealing with the impact of 9/11 on advertising, the possible influence of another major social event in recent U.S. history, such as the beginning of the Iraq war (since 2003) on advertising, has not been conducted enough. The war has been an important topic, not only in politics and foreign affairs, but also in other fields such as health communication (e.g., Holdstock, Horn, & Wessely, 2006), online communication (e.g., Piper & Ramos 2005), and psychology (e.g., Boiko, Hoge, Vasterling, Proctor, Amoroso, Kane, Heeren, & White 2006). Motivated by these situations, in which there is a serious lack of research regarding advertising and the Iraq war, the present study investigates the possible influence of the war on one of the most popular chunks of advertisements in a year: the Super Bowl advertising. Super Bowl advertisements aired before (2002 and 2003) and after the beginning of the Iraq war (2004 and 2006) were investigated. The messages were examined by three categories; 1) Message Source (e.g., Endorsement, Testimonial, and Trade Characters), 2) Message Format (e.g., Straight Announcement, Demonstration, and Musical), and 3) Advertising Appeal (e.g., Patriotism, Health, Social Status, and Sex).

The theoretical framework for analyzing the assumption that the messages in Super Bowl advertisements are significantly influenced by crucial social event, such as the Iraq war, was taken from the social-systems model of creativity developed by Mihaly Csikszentmihalyi (1988).

The Influence of Social Events, Trends in Society, and Cultures on Advertising Messages

After the 9/11 national tragedy, many advertisers tried to use the event to gain marketing advantage (Sterns, Borna, & Oakenfull, 2003). Advertising themes that reminded people of issues related to the terrorist attacks were ubiquitous in the U.S. (Gelb, 2002; Raine, 2001). Advertising messages were crafted by combining the ideas of patriotism and pride in America with the product benefits, as GM did (i.e., ""*…The American dream. We refuse to let anyone take it away. So, GM announces interest-free financing. On every new car. And every new truck. Now through October 31. Believe in the dream. Believe in each other. Keep America rolling…"*). Opinions about that kind of advertising style were divided. Some took the supporting position, saying that it is totally understandable that marketers wanted to take advantage of people's sentiment in order to create advertising appeals (Scott, 2003). This perspective originates from the original nature of advertising, which is basically that advertising is a product of society and may be, more importantly, one of the most critical roles of advertising: being helpful in increasing sales. Therefore, the advertising cannot only be free from national events or people's dominant sentiment, but also from the practical role of the advertising (Sterns, Borna, & Oakenfull, 2003).

On the other hand, some advertising critics said that advertisers crossed the line. Garfield (2001), an advertising critic and editor-at-large at *Advertising Age,* said that companies like GM are exploiting the deaths of many people and the grief of an entire nation. Gelb (2002) also argued that even though many advertisers are utilizing national events, so called "Market Patriotism," in their advertising does not guarantee the campaign's effectiveness. The scholar warned that if people's responses to a campaign are cynical, advertisers will create a backlash effect that will be damaging to their brand. Even though opinions about the use of national events in advertisements are split, there is one thing that is certain: national events such as 9/11 have influenced advertising message strategies across the board.

Not only by particular national/international social events such as wars or disasters, it has also been considered that advertising messages are significantly influenced by the cultures uniquely created in the societies which the advertising professionals live (e.g., Gustafson, 2001; Wyatt, Gelb, & Geiger-Oneto, 2008). The cultures, from which the advertising professionals' perceptions about advertising messages emerge, as well as creativity differences, have been discussed in several studies. Carey (1975) indicated that culture is a dominant influence in numerous types of communications, including advertising, among the people and diverse structures in societies. Punyapiroje et al. (2002) also addressed that cultural idiosyncrasies have been acknowledged as powerful mediators shaping the development of advertising messages.

The researchers found through a qualitative study using the local advertising professionals that the particular culture seriously influenced people's opinions about the quality of advertising messages. In other words, the factors people answered for making the advertising messages more creative could be totally different depending on the culture in which the subject lives (Punyapiroje et al., 2002).

Regarding advertising message strategies, Taylor, Hoy and Haley (1996) also concluded that the process of message strategy could be diverse because professionals' own culture seriously contributes, in every step of the process, to their research. In addition, several advertising researchers have addressed the important roles of culture not only in people's definition of more effective messages in advertising, but also in the particular items for them to develop creative advertising (Polonsky & Waller, 1995; MacKenzie et al., 2007; Domzal & Kernan, 1994).

Super Bowl Advertising and the Influence of Social Events

The Super Bowl has been one of the most popular spots for many companies to want to show their advertisements due to the impact of the ads on consumers (Rauch, 2001). Since it is commonly assumed by many researchers that the program with high ratings causes similarly high ratings of advertisements aired in the same time periods (e.g., Ju-Pak & Song, 2005; Elliott & Speck, 1998), the advertisements shown during the Super Bowl, the highest rated single program each year (*Houston Chronicle,* 2002; *Variety,* 2000), is considered to catch many people's attention (Newell, Henderson, & Wu, 2001). According to the reports from *Houston Chronicle* (2002), the Super Bowl got average ratings of more than 40% in the last 30 years. Along with the program's high popularity, Super Bowl advertising has become people's "must watch" item as well (Kelly & Turley, 2005).

Motivated by consumers guaranteed attention, many companies make special efforts to create more unique advertisements than their competitors (Yelkur, Tomkovick, & Traczyk, 2004). The media even advertise Super Bowl advertisements before Super Bowl day by encouraging people not to miss the specially developed commercials (Rauch, 2001). There are several sources that evaluate each advertisement's quality that is aired during the Super Bowl right after the premier day (Champman, 2000). Therefore, by the several reasons indicated above, companies try their best to make their Super Bowl advertising better than other ads by analyzing consumers' behaviors, society's dominant trends, and other values they might apply in their advertisements (Kelly & Turley, 2003; Pavelchak, Antil, & Munch, 1988). For companies, analyzing dominant trends in society and getting valuable insights about consumers' preferences are one of the most important processes to develop more successful advertisements (Austin, Pinkleton, & Fujioka, 1999). Like many other advertisements, Super Bowl advertising might have been influenced by the culture and major trends in society, such as 9/11 or a war.

The Theory of Social Systems' Model of Creativity and the Hypotheses

The basic notion of this model, a social systems model of the creative process in advertising (Csikszentmihalyi, 1988), is that the advertising messages are constructed not only by personal cognitive processes, but also by several other factors including a broader social and cultural influence that advertising professionals receive (Vanden Bergh & Stuhlfaut, 2006). First, the advertising professionals, who are mainly in charge of creating advertising messages, get input from clients before they initiate the process for creating the messages since advertising is a typical format of strategic communication for which the opinions of several parties should be considered (Na & Marshall, 2001). The cultures and major trends in the society is to begin to influence in the process of creating advertising messages because the clients were already influenced by those factors before they give directions to advertising professionals regarding developing messages (Wackman, Salmon, & Salmon, 1987). Therefore, in addition to cultures

and several social events' influences that advertising professionals get directly, they will get other influences transferred by clients (Csikszentmihalyi, 1988).

According to this model, the role of the social context and culture is seriously played once again after the advertising professionals (generally creative teams) come up with a draft of the messages (Vanden Bergh & Stuhlfaut, 2006). After they get a draft of the advertising messages, it is polished by the culture and social context through the review processes conducted by advertising managers in advertising agencies (Na & Marshall, 2001). It is true that these reviewers judge and change the advertising messages based upon their perspectives, which are established by cultural and major issue influences of the cultures. The process of creating advertising messages in this theory is summarized in Figure .

Figure 1. **A Social Systems Model of the Creative Process in Advertising** (Csikszentimihalyi, 1988).
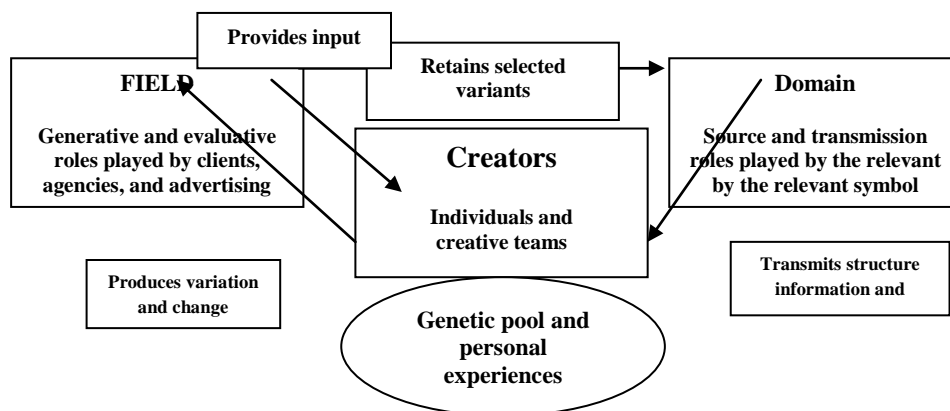
Since the messages in advertisements are the final products of advertising professionals ("creators" in the Figure 1 above), the present study hypothesized that the Super Bowl advertisements produced before and after the beginning of an important social event in our society, the Iraq war (since 2003), will have different 1) message sources, 2) message formats, and 3) advertising appeals. Therefore, the following hypotheses are formulated.

H1: There are significant differences between Super Bowl commercials' advertising messages aired before and after the beginning of the Iraq war, particularly in terms of the message sources.
H2: There are significant differences between Super Bowl commercials' advertising messages aired before and after the beginning of the Iraq war particularly in terms of message formats.
H3: There are significant differences between Super Bowl commercials' advertising messages aired before and after the beginning of the Iraq war particularly in terms of advertising appeals.

Method
Sample and the Coding Scheme
This comprehensive content analysis investigated the messages (i.e., message sources, message formats, and advertising appeals) of Super Bowl advertising from a four-year time period. Since the major research question of this study is to figure out possible differences before and after the beginning of the war in terms of message content in advertising, the Super Bowl advertising aired in 2002 & 2003 (before the war) and 2005 & 2006 (after the war) were

analyzed. All the TV commercials aired from the pre-game show to the end of the 4th quarter (post game show) were recorded into DVDs and analyzed.

To develop the coding scheme for this study, two related studies were used as major references. First, a scheme from one of the most recent studies which examined the content of Super Bowl advertising (Kelly & Turley, 2003) was used for the items for the 1) Message sources (e.g., endorsement, actors in the skits, trade characters and testimonial) and 2) Message formats (e.g., straight announcement, demonstration, slice of life, and mini-drama). Regarding the advertising appeals, the scheme from Cheng and Schweitzer's (1996) frame was applied. All the items (e.g., adventure, competition, beauty, and sex) in the coding scheme are presented in the following tables. Each item in the coding scheme was coded as YES or No based upon the presence of the appeals in each individual advertisement (see Table 1).

Coding Process

Two experienced coders were hired to analyze the ads using the code sheet which was developed based upon the schemes suggested by the two studies (Kelly & Turley, 2003; Cheng and Schweitzer, 1996). Total 60 items were supposed to be answered by YES or NO based upon each item's presence (e.g., *"Is the animation technique used in the commercial? YES/NO,"* and *"Are family-related advertising appeals used in the commercial? YES/NO"*). One of the authors led the training sessions for the two coders using the definition for each item.

After training the two coders, a pilot test was conducted to check inter-coder reliability and the quality of the coding sheet. The size of the sample for the pilot test has not been unified among the researchers. Even though the ideal percentage of the sample for the pilot test was not unified among the researchers, many studies recommend that the appropriate size of the sample for the pilot test should not be less than 50 units or 10 % of the full sample (Lombard, Snyder-Duch, & Bracken, 2002). The present study set the size of the sample as 10 % of the full sample. Since the size of the full sample was 487, Super Bowl commercials were randomly selected for the pilot analysis. The two coders were given the DVDs which recorded the commercials and the two coders coded those independently using the draft of the coding sheet.

To calculate inter-coder reliability, the Program for Reliability Assessment with Multiple Coders (PRAM) was utilized. Results revealed an average 68 percent agreement (global) inter-coder reliability. It turned out that some variables attained poor agreement between the two coders. The authors decided to pursue higher inter-coder reliability as recommended by previous research (Neuendorf, 2002). An extra training session lasting approximately two hours was conducted, and changes were made to the coding sheet. After further training, the coders coded the sample independently again and achieved an acceptable inter-coder reliability of 79 percent global agreement (Kassarjian, 1977). Also, no items got less than .80 reliability. After achieving acceptable inter-coder reliability, the two coders were asked to code all the commercials, independently. They were given two weeks for the coding process (September 10-24, 2008). The coding was completed by the two coders and given to the author on September 26, 2008.

Results

The number of the Super Bowl advertising from the four-year time period (2002, 2003, 2005 and 2006) totaled 487, and the year of 2003 had more commercials (152) than other years. The other three years had similar number of the commercials (114 in 2002, 110 in 2004, and 111 in 2006). The comparative analysis of the Super Bowl advertising between the years before the beginning of the Iraq war and after the beginning of the war in terms of the 1) message sources, 2) messages formats, and 3) advertising appeals are summarized below in the order of the hypotheses. For the comparison, the commercials from the year of 2002 and 2003 were combined together and the same process was applied to the commercials from the years of 2004 and 2006.

The Iraq War and Advertising Message Sources

In terms of H1, the total item usages (e.g., endorsement, testimonial, actors in skits, and trade characters) in each advertisement were measured. Then, the possible differences in the usages of the seven items manifested in Super Bowl advertising before and after the beginning of the Iraq war were investigated. The results showed that there was no item which showed a significant difference before and after the beginning of the Iraq war. Therefore, the HI was not supported (see Table 2).

Table 2. Differences between the BEFORE and AFTER the beginning of the Iraq War (Message Sources).

Message Sources	Chi-Square χ^2	df	Before N	After N
Corporate Executive	.386	1	6	7
Endorsement	3.13	1	29	14
Testimonial	1.50	1	13	6
Unidentified Announcer	.143	1	199	162
Jingle	.017	1	22	19
Actors in Skits	.075	1	186	152
Trade Characters	2.18	1	12	17

* indicates a significant chi-square value, $p < .05$
** indicates a significant chi-square value, $p < .01$
*** indicates a significant chi-square value, $p < .001$

Even though, we could not find a significant difference before and after the war, the general finding showed that much advertising employed Unidentified Announcer (Before $N=199$ versus After $N=162$) and Actors in Skits (Before $N=186$ versus After $N=152$) for the message sources.

The Iraq War and Advertising Message Formats

A total of 8 items were investigated in the Message Formats section from "Straight announcement" to "Animation." Among the items, more than half of the items showed significant differences in the Super Bowl advertising aired before and after the beginning of the Iraq war (see Table 3).

Table 3. Differences Between the BEFORE and AFTER the beginning of the Iraq War (Message Formats).

Chi-Square Message Formats	Before χ^2	df	N	After N
Straight Announcement	.125	1	207	169
Demonstration	1.04	1	45	30
Slice of life	49.01***	1	44	101
Lifestyle	50.93***	1	60	2
Mini-Drama	60.65***	1	76	141
Musical	1.90	1	17	8
Product Presentation	84.27***	1	147	33
Animation	10.12**	1	20	3

* indicates a significant chi-square value, p<. 05
** indicates a significant chi-square value, p<. 01
*** indicates a significant chi-square value, p<. 001

First, the item "Slice of Life" was used more often in the Super Bowl commercials aired after the beginning of the war ($N = 101$) compared to before the war ($N = 44$), χ^2 (1, $N = 145$) = 49.01, $p < .001$. This trend is found as well in the item of the "Use of Mini-Drama (before the war, $N = 76$ versus after the war, $N = 141$)," χ^2 (1, $N = 217$) = 60.65, $p < .001$. As the items which found more popularly in the Super Bowl commercials aired before the Iraq war, "Animation," χ^2 (1, $N = 23$) = 10.12, $p < .01$; "Product Presentation," χ^2 (1, $N = 180$) = 84.27, $p < .001$; and "Life Style," χ^2 (1, $N = 62$) = 50.93, $p < .001$, were found. Since about 60% of the items in the Message Formats section showed significant differences in the usage between the Super Bowl advertising before and after the beginning of the Iraq war, H2 was supported.

The Iraq War and Advertising Appeals
A total of 28 different advertising appeals was investigated using the framework by Cheng and Schweitzer (1996) which includes "Adventure" appeals to "Wisdom" appeals. (see Table 1) Among the 28 advertising appeals, 13 appeals showed significant differences in usage in the Super Bowl advertising before and after the beginning of the war. Most appeals with significant differences were found more often in the Super Bowl advertising aired before the beginning of the war (see Table 4). The appeals found significantly more often in the advertising before the beginning of the war included Adventure, χ^2 (1, $N = 154$) = 34.22, $p < .001$; Beauty, χ^2 (1, $N = 40$) = 28.67, $p < .001$; Competition, χ^2 (1, $N = 87$) = 11.69, $p < .001$; Magic, χ^2 (1, $N = 25$) = 18.12, $p < .001$; Quality, χ^2 (1, $N = 126$) = 62.96, $p < .001$, Sex, χ^2 (1, $N = 82$) = 37.61, $p < .001$; Social Status, χ^2 (1, $N = 18$) = 11.96, $p < .001$; Tradition, χ^2 (1, $N = 24$) = 11.01, $p < .001$; Wisdom, χ^2 (1, $N = 32$) = 28.46, $p < .001$; and Youth, χ^2 (1, $N = 58$) = 35.89, $p < .001$. In contrast, following appeals were more popular in the advertising after the war: Effectiveness, χ^2 (1, $N = 221$) = 33.61, $p < .001$; Modernity, χ^2 (1, $N = 75$) = 22.87, $p < .001$; and Work, χ^2 (1, $N = 46$) =

4.92, $p < .05$. Therefore, half of the advertising appeals in the scale showed significant differences in the usage before and after the beginning of the Iraq war. As a result, H3 was supported.

Discussion
After the Beginning of the War: Story Telling Oriented rather than Product Presentation

One distinctive difference between Super Bowl advertising aired before and after the beginning of the Iraq war was that there were significantly more commercials containing some types of storylines rather than product presentations. Especially, the commercials using the specific message formats such as *Slice of Life* and *Mini-Drama* significantly increased in the Super Bowl advertising aired after the beginning of the war (the year of 2004 and 2006). On the other hand, the more straightforward styles of commercials, such as the ads with product presentations, significantly decreased after the beginning of the Iraq war. This trend actually was found once again by some other items in the Message Formats section. Even though the differences were not statistically significant, the use of items such as *Straight Announcement* and *Demonstration,* also decreased in Super Bowl advertising aired in 2004 and 2006. The differences found here could be interpreted as the advertisements produced after the beginning of the war contained more attributes which can emotionally touch the audience instead of the characteristics related to rational persuasion.

The increase in two message formats, *Slice of Life* and *Mini-Drama*, could indicate that many Super Bowl advertisements aired after the beginning of the war showed more how ordinary people live in real life using dramatic settings. The popularity of the approach in which many advertisements picture the average person's slice of life rather than concentrating on the products' characteristics has been discussed by some researchers regarding the possible influences of social events on the content of advertising (Austin, Pinkleton, & Fujioka 1999; Piper & Ramos 2005).

It was found that people generally become more emotional and morally unstable once they experience social events such as Gulf-war, John Kennedy assassination, and the Oklahoma City bombing (Conan, 2001). The changes in people's emotional status are mainly caused by the changes they feel from other people and media content dealing with the social events (Conan, 2001; Waugh, Robbins, Davies, & Feigenbaum, 2007). Under this unordinary situation, it is often found that media content is generally created in two compatible ways. First, some media content conveys the real facts about the public so that the media accomplish the role as 'watchdog' (Robertson, 2004). Generally, news programs increase around the time period of the social events. On the other hand, the content containing more emotional appealing and human touching stories also appeared more often than before (Belt, 2004). The trend is generally found in non-news programs such as drama, and advertising (Gelb, 2002).

Regarding this trend, it does not seem to be easy to say that which one (i.e., public's expectation to watch more emotionally touching/story telling commercials and advertisers strategy to deliver more emotionally touching/story telling commercials) affect the other one first. However, some researchers more emphasize the advertising strategy which has been built so far from the advertisers' previous experiences. For example, Ruiz and Sicilia (2004) indicated by bringing up the matching theory that the advertising message style is need to be changed

based upon the social situations the major target audience are in right now to guarantee the effects of the advertising (2004). In other words, when people are in emotionally vulnerable or sensitive state (i.e., when the society has hurricane, war, or terror), the advertising messages should be created in more non-informative way such as emotional story telling rather than just simple information oriented ads. Several other researcher have kept this perspective toward the advertising during the social events (Nucifora, 2003; Warner, Simon, Curtis, & Payne, 2003; Scott, 2003). This study will be another empirical evidence for the notion that the matching theory which is about a typical strategy in advertising regarding the issue of advertising messages and social situations.

Less Dynamic, Less Sexual Appeal: Super Bowl Advertising was not an Exception
        As seen in the results, the advertising appeals which have been considered to be useful for a long time to attract consumers such as adventure, beauty, magic, and sex possible make the ads more dynamic have been significantly decreased in the Super Bowl advertising aired after the beginning of the Iraq war (in 2003). The appeals which were found more often before breaking out the war were just three items; effectiveness, work, and modernity appeals.

        Therefore, several appeals which have been major advertising appeals across almost all products and different media types of advertising (Moon & Chan, 2005) were significantly disappeared after the beginning of the war. The findings from this study imply that even the Super Bowl advertising which has numerous different conditions from those of the other commercials (i.e., expensive price, higher rate than other ads, big interest of the public) is seriously reflect the impact of the social events and how people feel about the events. In addition to this overall trend from the content of the advertising, public audiences' attitude toward the Super Bowl advertising aired after the beginning of the war was also observed. In 2005, the consumers chose a commercial from Anheuser-Busch/Budweiser called, "Super Bowl Salute to the Troops" as the best Super Bowl advertising in the year. Different from the awarded commercials in previous years, this best commercial did not contain any humorous or dynamic attributes. The commercial filmed in an international airport beginning by the information announcement of a crew in the airport saying that some American soldiers from battle fields are about to be appeared at the arrival gate. As the soldiers enter the gate, some people stand-up and show their respect for their efforts to protect their country, United States. In a few seconds, all the passengers around the arrival area were standing up and welcome the soldiers. The last copy which was supposed to be related to their brand was just "Thank you" which is not specifically show the Budweiser brand.

        This commercial was chosen as the best commercials in numerous organizations in 2005 excelling other commercials including humor, sex, adventure, animation which has been the main features of the best Super Bowl commercials (*Wall Street Journal,* 2005).

        Through this content analysis of Super Bowl advertising, two main things were made clear. First, the notions from the Social Systems Model of the Creative Process in Advertising (Csikszentmihalyi, 1987) which indicates that the multiple conditions about social environment should be considered in addition to the individual characteristics of the advertising professionals

who are in charge of creating messages when we try to understand advertising messages. The social events, especially wars, could be one of the most critical environmental situations advertising researchers need to have in our mind. Second, despite the several distinctive conditions, the Super Bowl advertising was not an exception from our agenda which is the effects of social events on advertising content. Overall social environment and diverse social events need to be reflected, and are to be reflected even though the ways could be very different depends on the advertisers. Austin and the colleagues (2004) also indicated that the pro-social advertising messages (i.e., the commercials containing the public's common interest) which are generally demonstrating the values benefited to whole members of the society appeal more strongly to consumers. Even though the effects could be different depends on the personality of each individual, most consumers in their study showed positive attitude toward the advertising messages which reflect the situations the society currently has in a soft manner not dynamic and high-fast tempo.

Limitations and Recommendations

The findings from this study reveal that Super Bowl advertising after the Iraq war began has contained more mini-drama type advertising and story-telling oriented advertising with people's diverse slices of life. However, as long as we did not investigate advertising's paces (e.g., high, moderate, low), we could not clearly address what advertising styles were produced in a more quite manner, even though we could guess that there were more emotional appeals in the commercials rather than high-voiced product presentations aired after the breaking out of the war. Therefore, using the findings from this study as a spring board, the future studies need to include more detailed items in the coding scheme such as production styles, presence of models, and the types of products.

Next, even though the Super Bowl advertising was chosen for this investigation dealing with social events' potential impact on how advertisements are created, based upon the assumption that the advertisers conducted thorough consumer research before they developed specific ideas for commercials because of advertising's extreme expense and people's high interest in advertisements. Therefore, we expected that the comparative analysis of the content in the Super Bowl advertising before and the after the beginning of the social event, the Iraq war, will produce insights for understanding how much the special advertising was influenced by the war as well. However, since the researchers found that there have not been enough studies investigating the possible relationships between diverse social events and the message content of non-Super Bowl advertising, the analysis of the general advertising, which is exposed at a normal time period, will be meaningful as well. Also, conducting some longitudinal studies will be very important in terms of the content of the Super Bowl advertising because it is highly possible that the messages will not be reflected by the war any time soon.

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Table 1. Definition of the Advertising Appeals (Cheong & Schweitzer, 1996).

Appeals	Definitions
Adventure	This suggests boldness, daring, bravery, courage, or thrill.
Beauty	This suggests that the use of a product will enhance the loveliness, attractiveness or elegance of an individual.
Collectivism	The emphasis here is on the individual in relation to others typically in the reference group. Individuals are depicted as integral parts of the group.
Competition	The emphasis here is on distinguishing a product from its counterparts by aggressive comparisons. While explicit comparisons may use such words as "number one" or "leader."
Convenience	A product is suggested to be handy and easy to use.
Courtesy	Politeness and friendship toward the consumer are shown through the use of polished and affable language.
Economy	The inexpensive, affordable, and cost-saving nature of a product is emphasized.
Effectiveness	A product is suggested to be powerful and capable of achieving certain ends.
Enjoyment	This suggests that a product will make its user wild with joy.
Family	The emphasis here is on the family life and family members. The commercial stresses family scenes: getting married, companionship of siblings, kinship, being at home, and suggests that a certain product is good for the whole family.
Health	The value commends that the use of a product will enhance or improve the vitality, soundness, strength, and robust of the body.
Individualism	The emphasis here is on the self-sufficiency and self-reliance of an individual or on the individual as being distinct and unlike others.
Leisure	This suggests that the use of a product will bring one comfort or relaxation.
Magic	The emphasis here is on the miraculous effect and nature of a product, e.g., "Bewitch your man…"; "Heals like magic"
Modernity	The notion of being new, contemporary, up-to-date, and ahead of time is emphasized.
Natural	This suggests spiritual harmony between man and nature by making references to the elements, animals, vegetables, or minerals.
Neatness	The notion of being clean and tidy is stressed.
Nurturance	This stresses giving charity, help, protection, support or sympathy to the weak, disabled, young, or elderly.
Patriotism	The love of and the loyalty to one's own nation inherent in the nature or in the use of a product are suggested here.
Popularity	The focus here is on the universal recognition and acceptance of a certain product by consumers, e.g., "Best seller"; "Well-known worldwide."
Quality	The emphasis here is on the excellence and durability of a product, which is usually claimed to be a winner of medals or certificate awarded by a government for its high grade or is demonstrated by the product's excellent performance.

Respect for the elderly	The commercial displays a respect for older people by using a model of old age or asking for the opinions, recommendations, and advice of the elders.
Safety	The reliable and secure nature of a product is emphasized.
Sex	The advertisement uses glamorous and sensual models or has a background of lovers holding hands, embracing, or kissing to promote a product.
Social Status	The use of a product is claimed to be able to elevate the position or rank of the user in the eyes of others. The idea of prestige, trend-setting, and pride in the use of a product is conveyed.
Technology	Here, the advanced and sophisticated technical skills to engineer and manufacture a particular product are emphasized.
Tradition	The experience of the past, customs, and conventions are respected. The qualities of being historical, time-honored, and legendary are venerated, e.g., "With eighty years of manufacturing experience"; "It's adapted from ancient Chinese prescriptions."
Uniqueness	The unrivaled, incompatible, and unparalleled nature of a product is emphasized. E.g., "We're the only one that offers you the product."
Wealth	This conveys the idea that being affluent, prosperous, and rich should be encouraged and suggests that a certain product or service will make the user well-off.
Wisdom	This shows respect for knowledge, education, intelligence, expertise, or experience.
Work	This value shows respect for diligence and dedication of one's labor and skills. A typical example is that a medication has regained a desperate patient his or her ability to work.
Youth	The worship of the young generation is shown through the depiction of younger models. The rejuvenating benefits of the product are stressed, e.g., "Feel young again!"

Table 3. Differences Between the BEFORE and AFTER the beginning of the Iraq War (Advertising Appeals).

	Chi-Square χ^2	df	Before N	After N
Adventure	34.22***	1	114	40
Beauty	28.67***.	1	38	2
Competition	11.69***.	1	62	25
Courtesy	2.77	1	6	1
Economy	.000	1	47	39
Effectiveness	33.61***	1	89	132
Enjoyment	11.45	1	107	120
Family	1.37	1	27	30
Health	.946	1	22	24
Leisure	.347	1	73	66
Magic	18.12***	1	24	1
Modernity	22.87***	1	22	53
Natural	.843	1	16	18
Neatness	2.653	1	8	2
Nurturance	.448	1	10	11
Patriotism	1.98	1	7	2
Popularity	.031	1	29	23
Quality	62.96***	1	107	19
Safety	.007	1	10	8
Sex	37.61***	1	70	12
Social Status	11.96***	1	17	1
Technology	2.43	1	42	47
Tradition	11.01***	1	21	3
Uniqueness	1.72	1	92	83
Wealth	0.13	1	15	13
Wisdom	28.46***	1	32	0
Work	*	1	18	28
Youth	4.91*	1	53	5
	35.89***			

* indicates a significant chi-square value, $p<.05$
** indicates a significant chi-square value, $p<.01$
*** indicates a significant chi-square value, $p<.001$