American Academy of Advertising 2025

March 6-9, 2025
View the AAA 2025 Preliminary Schedule here.

Thursday, March 6

9:00 AM - 12:00 PM
Preconference 1: Challenges and Directions for Advertising Research in Multicultural Settings
Colin Campbell (University of San Diego), Osnat Roth-Cohen (Ariel University), Ed Timke (Michigan State University), **Juliana Fernandes** (University of Florida), Shintaro Okazaki (King's College London), Martin Eisend (University Viadrina in Frankfurt/Oder), Jooyoung Kim (University of Georgia), Charles Ray Taylor (Villanova University)

Friday, March 7

8:30 AM - 10:00 AM
Session 1.1: Roles of Virtual influencers in Advertising
Moderator: **Juliana Fernandes** (University of Florida)
Does Authenticity Matter? The Impact of Visual Realism and Humanlike Expressions on the Effectiveness of Virtual Influencers
Jinping Wang (University of Florida), Guolan Yang (University of Illinois Urbana Champaign) (2/4)

Session 1.2: Advertising in Media, Platforms, and Contexts
Overcoming Resistance: The Role of Message Framing and Familiarity in Promoting Regenerative Agriculture Among Farmers and Non-Farmers
Olivia Bullock (University of Florida), Jacqueline Oullette (University of Waterloo) (1/4)

Session 1.3: Special Topic Session
Expanding Horizons: Integrating Global Engagement in Advertising Education
Faye Yang (Grand Valley State University), Tony Deng (DePaul), Juan Mundel (Arizona State University), Kelly Chu (DePaul University), **Kasey Windels** (University of Florida), Sydney Chinchanachokchai (University of Akron) (1/1)

10:30 AM - 12:00 PM
Session 1.4: Roles of AI in Advertising
Mitigating AI Aversion: The Role of Human Effort in AI-Labeled Ads
Yang Feng (University of Florida), **Xinyi Zuo** (University of Florida), Hyehyun (Julia) Kim (University of Tampa) (2/4)

2:30 PM - 4:00 PM
Session 1.10: Advertising Creative, Professionals, and Educators
Teaching Strategy: From the Effie Awards to Effective Instruction
Kasey Windels (University of Florida), **Simona Rivero** (University of Florida) (1/4)

What Have We Learned from Professionals? A Systematic Review of Research on Advertising Practitioner Viewpoints
Kasey Windels (University of Florida), Sara Champlin (University of North Texas), Xiao Liang (University of Miami), **Sarah Karl** (University of Florida) (2/4)

Saturday, March 8

11:00AM-12:30PM
Session 2.1 Green, Environmental, Sustainable Advertising
Moderator: **Benjamin Johnson** (University of Florida)

Session 2.4: Advertising and Brand Activism
When Activism Becomes Artificial: Examining the Effects of AI on Brand Activism
Yuan Sun (University of Florida), Chen Lou (Nanyang Technological University), **Qingyuan Yang** (University of Florida), Yanyun Wang (University of Colorado Boulder) (4/4)

Session 2.6: Advertising Message Strategies
Sexual Appeal Effects of Plus-Size Model: What Matters is Functionality
Hojoon Choi (University of Houston), Nah Ray Han (Georgia College and State University), Temple Northup (San Diego State University), Kyunga Yoo (Korea Telecom), **Yang Feng** (University of Florida) (2/4)

CJC Sponsored Special Off-Site Event at the Andy Warhol Museum
We are excited to announce that the March 8, off-site reception will be held at the world-famous Andy Warhol Museum! This museum features the largest collection of Andy Warhol's art and archives in the world. Included in the collections are his consumer product paintings such as Campbell's Soup and Coke as well as the notable celebrity portraits of Elvis Presley, Marilyn Monroe, and Jackie Kennedy. The collection also includes Warhol videos, screen tests, and photography.

Sunday, March 9

8:30AM-10:00AM
Session 3.1: Risks and Perils of AI in Advertising
How Consumers Perceive and React to Advertising amid AI Anxiety: Social Media Content Analysis of Apple's 'Crush!' Ad Controversy
Hayoung Sally Lim (University of Oregon), Haseon Park (University of Minnesota - Twin Cities), **Nathan Carpenter** (University of Florida), **Won-Ki Moon** (University of Florida) (3/4)

Session 3.2: Personalization in Advertising
From Recommendation to Reaction: How Personalized Advertising Based on Friend Recommendations Shape Consumer Responses
Yuan Sun (University of Florida), Mengqi (Maggie) Liao (University of Georgia), **Won-Ki Moon** (University of Florida), Sangwook Lee (University of Colorado Boulder) (1/4)

10:30AM-12:00AM
Session 3.5: Effects of Virtual Influencer Marketing
Moderator: **Yuan Sun** (University of Florida)
Pixels and Plots: The Narrative Impact of Virtual Influencers on Social Media Brand Endorsements
Jeongmin Ham (University of Florida), Matthew Eastin (University of Texas at Austin) (2/4)