

THE MOTIVATING POWERS BEHIND
ATHLETIC “GOT MILK” ADS

by

Robert M. Ryer

An Abstract

of a thesis submitted in partial fulfillment
of the requirements for the degree of
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ABSTRACT

by

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The purpose of the current study to determine what specific characteristics were most influential within a print ad. The study involved 160 participants, 80 male and 80 female who viewed a total of 4 magazine ads from the widely popular “Got Milk” campaign all of which involved a sport celebrity. Of these 4 ads, 2 of them showed the athlete in a “sex appeal” ad whereas the other 2 did not. The individuals sampled were asked to fill out a Likert Scale questionnaire on the 4 ads. The data suggested that the female participants responded favorably to the ads that depicted non-sexy endorsers whereas, male participants have more positive feelings toward the ad when they are exposed to the sexy endorsers. The results and knowledge gained from this study can add to the literature and better help marketing teams creating print ads that yield more positive responses when viewed.

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CHAPTER 1 INTRODUCTION

Introduction

The use of athletes to help market and sell product is an extremely popular tactic among many companies (Williamson 2010). Often times the public will become attached and look up to the big name athletes as role models and will be inclined to purchase products that they represent. The athlete who is representing the product may be wearing the clothing, eating or drinking the food, holding an item, or simply speaking about the company and what they do. Generally the athlete and company will come to an agreement over the course of many years to work together in the endorsing of the product. Whether it is through print ads, radio/ television commercial ads, or internet ads the use of athletes in marketing is everywhere.

Honus Wagner is considered the first professional athlete to agree to a sport endorsement deal. In the early 1900's players would engrave their name into the baseball bat, so they could tell which one was theirs (Clark, 2014). In the years 1900, 1903, and 1904 Honus Wagner won the national batting championship and as of no surprise those who participated in the sport of baseball wanted to use the same bat that he used which brought him much success. His bat selection was that of Louisville Slugger and both Honus Wagner and Louisville Slugger signed into a deal to allow the baseball bat company to use his signature on their product. Today, it is estimated that 60 percent of players in the MLB use baseball bats from the still famous company Louisville Slugger.

Tobacco companies also quickly jumped on board in the early 1900's by inserting a baseball card into the product packaging. Soon, people started to purchase the tobacco product for both the tobacco product and the sport/athlete product. Soon after chewing gum companies did the same thing, inserting baseball cards into their product packaging (Clark, 2014).

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Although Honus Wagner is considered the first athlete to sign into an endorsement deal with a company, the longest endorsement deals ever recorded would go to pro golfer Gene Sarazen which ran for 75 years. Sarazen created a golf club in 1922 that would glide through the sand and help golfers get out of the sand traps. That year he won the national championship and Wilson asked to both produce that golf club and to allow them to use the Sarazen name on it. This was the first lifetime agreement endorsement ever and paved the way for many other athletes to sign into lifetime endorsements such as David Beckham and Adidas (Clark, 2014).

Athlete endorsements have evolved and come a long way throughout history. Many athletes, brands and events have played a role in shaping marketing strategies in the past and the ripple of their endorsements can still be seen in today’s marketing campaigns and endorsements. The fundamental idea of utilizing a popular or beloved athlete to endorse a brand has stood the test of time and continues to provide brands with outstanding marketing results.

Background of the Problem

Filming a great commercial or taking the perfect picture of an athlete with the product may not be the difficult part, but rather figuring out what it is that will entice the public to purchase that product (Jackson, 1997). The public has such an array of options to choose from when viewing sport and each sport contains so many well-known public figures all of which could easily pose with or use any type of product. A few examples may be a softball player using a particular type of women’s deodorant, a basketball player wearing a specific brand of sneakers, or football player drinking a certain brand of beverage during the game. The problem arises when trying to figure out what it is that will connect your audience with the product using the athlete as a liaison. Not just any athlete will work to connect the dots for the public’s eye. A company would not be successful in selecting a female soccer player to promote a male

deodorant line. It is critical that a company identifies the target market early so that they are able to recognize the type of celebrity that will best fit the product and message they promote.

Statement of the Problem

When a product is launched, the public is unaware without the use of marketing to get the word out there. A few questions still remain though as to how to get your product out there. Who do you want to buy the product? How do you let people know about the product? Where are you able to sell the product? What gender is your product marketed towards. Also, it is critical that the marketing team understands the direction that they will take with the advertisement of that product. For instance, if the product is geared for a male population then sex appeal may be a better choice. If the product is aimed at children, then a humorous approach may be the better option. Knowing your product, marketing style, and target audience is critical to a successful advertisement campaign (Johnston, 2004). This study aims to help resolve these issues and provide a clear answer for at least a segment of the advertisement world. Within the magazine print advertisement marketing segment, this study provides marketers with characteristics of a sport marketing print advertisement that provide the greatest motivational power. The individuals involved in the study selected the print advertisement segment because it has stood the test of time and will always be useful in the world of marketing. The advertisement team can then take that information and create an ad that is tailored to the population they desire to reach.

Purpose of the Study

The purpose of this study is to better understand the motivating powers behind marketing ads that use athletes as a resource to sell a product. For the purpose of this study the term “motivating” refers to the qualities within the print ad that encourages the viewer to be engaged with the ad. A female demographic may view one ad as unfavorable whereas the male population

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views it favorably. The examples of differences between people and communities can go on and on, but ultimately, they all centralize around one common focus which is that different ads will appeal to different people (Gilly, 1988). There is no one way to see what will be successful; however, the marketing world can better understand the motivating powers (qualities to encourage viewer pleasure within the ad) of an ad based on targeting a particular population. In doing so, marketers then are able to produce ads with those motivating characteristics which then should yield favorable results. This study aims to break down and categorize the features within sport related print ads to better understand what the public is encouraged by. More specifically this study examines gender differences and how each gender views ads that depict the same product yet utilize different styles. Men and women may view the same ad and have very different feelings about the way the product is depicted. Various factors within the ad such as; the athlete, style, sex appeal, humor appeal, and ad placement will all affect the viewing pleasure of the individual who will see the ad. Differences occur between male and female subjects who view the same ad, this study helps narrow down those differences as it relates to sex appeal within an advertisement.

The hypotheses of researchers behind this study were that men would view the ads with women as endorsers more favorably than that of the ads with male endorsers. It is also believed that the ads with sex appeal would score higher compared to that of the ads without sex appeal in terms of ratings on the Likert Scale. The independent variables within the study are the genders of the individuals viewing the ads that are compared, genders within the ads, and level of sexiness within the ads. The dependent variables are the attitudes towards the ads that the participants have.

Another purpose of this study is to determine if sex appeal plays a significant role within the consumers overall attitude towards the advertisement when viewed. The use of sex appeal in advertising has greatly increased in the past 10 years as a way to for marketing companies to draw attention to their ad (Gutterson, 1994). Although it is a widely used practice, perhaps the outcome is not as positive as one may think. The author would like to better understand if this tactic of sex appeal is successful or not. More specifically, if it is successful, which characteristics make it popular with the public?

Research Questions

The overlying research question behind this paper was to determine if the factors of gender and sex appeal play a significant role to the audiences’ attitudes towards the ad and purchase intention when displayed in athletic “Got Milk” magazine ads. This research questions was further broken down into three specific questions which categorized the respondents’ thoughts on each of the ads. The first question asks the individual to rate the way he/she feels after viewing the advertisement. The second is about which statement best describes the way he/she feels about the phrase “I would consider to drink/ buy milk”. Lastly, the third question requests the person to think about the way they felt during the experience of viewing the ads. All three questions assist the researcher in the pursuit of better understanding the essential motivating powers behind the ads.

Significance of the Study

This study was to help the marketing community narrow down their thoughts when choosing print ads to promote a branded product. Advertising agencies are not the only ones involved in the marketing aspect of sports marketing but also those within the Sports Management field. This study better helps those within sport management decide what athletes

may or may not be successful in specific endorsement deals. Someone who manages a specific athlete or even an entire team will want to know if the product will be right for their clients. A better understanding of how certain athletes or teams will be portrayed through the advertisement and how it will be perceived by the public will better help the manager be more successful. If we are better able to understand what it is that motivates the public to view and feel emotionally connected to print ads, then we are able to take those features and purposefully make an ad that should again appeal to the public. This is extremely significant because time and money does not have to be wasted on ads that do not appeal to the people. The ads created are viewed favorably by the public which in return will sell more products for the company that is depicted in the ad.

Definition of Terms

Throughout this study there are a few important terms that should be well understood.

1. “Got Milk” – In the context of this study, the “Got Milk” phrase refers to a popular marketing campaign ran by California Milk Processer Board for use by milk processer and dairy farmers to encourage the consumption of cow's milk. The advertisements were widely popular in the mid to late 1990's and early 2000's. Each ad depicted a celebrity endorser with a “white milk residue mustache” indicating that he/ or she had just drank from a glass of milk. Each ad then had the simple phrase “Got Milk” written underneath.
2. Motivating – In the context of this study, motivating refers to the qualities that make up a print ad to encourage an individual to feel a certain way about the ad overall. Those qualities combined produce a result within the viewer when put together, and that overall feeling is described as the motivating feeling whether it is good, bad, or indifferent.

3. Athlete – In the context of this study, an athlete is referred to someone who is employed by a professional governing body of athletics and is paid to participate in that particular sport.

Assumptions, Limitations, and Delimitations

Within this study there are delimitations that the researcher took to keep the study manageable and focused on the end goal. The 7-point Likert Scale was chosen to be close-ended opposed to open so that the participants were more willing to take part in the study. When creating the study a sample of only 4 ads were chosen so that the participant was not overwhelmed. Those who participate in this study reside only from country which is the United State of America which was done for ease since the researching team all live in and are familiar with the USA. Also, the target consumers of the “Got Milk” campaign are the people of the United States so naturally the individuals involved in the study population are from the United States. Another delimitation set on the study was to focus our questions on the sex appeal of the “Got Milk” marketing ads oppose to the numerous other topics that could have been researched. Finally, this research looks only to provide insight on print ads oppose to all other forms of marketing media that exists. The popular “Got Milk” ads did span across TV and print media but for the purposes of this study only one subset of the group was researched. This was decided to ensure that the participants in the study where not exhausted by the data collection we used and that the information they provided was absolutely accurate.

Within the study, there are of course limitations that the researcher understood are uncontrollable. One example of a limitation includes the honesty of all the participants involved. There is no sure way to say that every answer recorded is 100% accurate of those individuals’ feelings but by design, after all the data was collected a very accurate indicator of the motivating

powers behind the “Got Milk” ads should be apparent. Although choosing a sample from only the United States of America was done on purpose, it is a limitation as the data does not accurately represent the entire world’s motivating powers. Also, the results from the test run are limited to that of the reliability of the test overall.

Assumptions made by the researcher indicate that the information set forth by the participants is accurate and therefore reliable. The researcher also assumes that the use of product marketing through print media is used in the coming future so that these results can be used. It also assumed that each of the participants has had some prior experience with sport marketing ads and has had an emotional connection with a particular athlete.

Conclusion

In conclusion, this study aims to further understand which print ads have the most favorable effect on the public when considering buying product. The ads chosen for this study came from the popular “Got Milk” campaign whose goal it was to increase the milk consumption of America. The main focus of the study is to recognize the contributing motivational powers behind the “Got Milk” ads and if their sex appeal has any effect. As with any study limitations, delimitations, and assumptions are presented, but the research team has taken these into account and feels that the data and conclusions presented are accurate.

CHAPTER 2 REVIEW OF LITERATURE

Got Milk Ad

After reviewing much research, it is clear that others have taken the time to also research motivational powers behind product advertisement. There has also been a couple of journals produced that deal specifically with “Got Milk” campaign. Much of the literature analyzes the relationship between product advertisement effectiveness and the use of celebrities. According to one particular study published in the Journal of Promotion Management, it was noted that advertising styles that generate the greatest effectiveness differ according to the product; that celebrities do not increase effectiveness, but when the respondents recognize the celebrity, effectiveness increases (Beerli-Palacio & Martin-Santana, 2013). Erdogan (1999) also reviewed the literature on the issue and concluded that the effectiveness of celebrities is moderated by various factors. These are credibility and attractiveness of the celebrity, the celebrity product fit, the type of message and product, the involvement with the product, the number of advertisements in which the celebrity appears, and the characteristics of the audience. This study takes the celebrity product endorsement one step further as all 12 of the ads depict athletes who are perceived as celebrities; however, half of them are in sexual appealing advertisements while the other half are not. Furthermore, the ads also depict both male and female genders equally. Opposed to past research where effectiveness of the celebrity is studied, the researcher of this study wanted to further determine motivational powers behind athletic celebrity advertisements. This study specifically focuses in on the “Got Milk” campaign which is one of the most recognized and respected ad campaigns in the United States, having earned a place in advertising history (Buric, 2010). But despite the popularity of the campaign and success rate in the

recognition of the ads by the public, the profits didn't add up (Tobias, 2014). North American milk intake decreased nearly 40% between 1970 and 2011 (Tobias, 2014). The researcher behind this study would attribute this decrease to the introduction of other popular alternatives to milk as well as the introduction of Almond milk. This study along with others showed that good buzz does not always equate to increased sales. If we can better determine the motivational powers for individuals to rate an ad higher than the others, then sport marketers can create better ads.

A recent article was published in the *International Journal of Sport Communication* about the differences in advertising within certain “sport related” drinks. The two drinks included: Powerade and Monster Energy. Interestingly enough, the article noted that although the two products had similar qualities and similar target markets, their approaches were very different. Powerade focused on print media that presents the meaning of sport as controlled and calculated physical activities associated with high-performance sport. This articulation suggests an idealization of productive individuals, and this appears to be the reification of capitalist ideology through sport (Williamson, 2010). This strategy differed from that of the Monster Energy drinks that tend to endorse alternative sporting subculture emphasizing the aspects of fun and spectacle, but such endorsement is only validated within the boundaries of consumer culture (Lee, 2015). Both of these drinks found the style of branding that worked for them and stuck to it. Although Milk is also a beverage, its style of marketing is vastly different not focusing on an ability to perform well in sport because of its consumption, but rather an overall healthy life from it. It is certain that this is why the “Got Milk” campaign selected public figures from all aspects of life to endorse the product. For the purpose of this study though, this research did focus in on the endorsers who were sport related.

The purpose of a sport promotional strategy is to build brand loyalty and product credibility, develop image, and position the brand. A promotional strategy is similar to a marketing strategy, but the promotional strategy seeks short-term objectives, both direct and indirect (Mihai, 2013). It is important to point out that in the case of the “Got Milk” ads nothing is being sold, there is no intention of an impulse buy, but there is a brand loyalty indirect affect that is supposed to occur when viewing the ad. It is predicted that overall the “Got Milk” campaign is more of an advertisement to increase awareness around milk and its importance oppose to a promotion to sell it.

Sales

Much literature exists trying to link advertisement with increased sales, however good buzz does not equate out to good sales. Also, the use of celebrities does not always equate out to good sales as well (Tobias, 2014). It is for these reasons that this study also aims to improve the knowledge around the ever changing world of product advertisements and what motivates the public in that ad.

According to Kambitsis, author of the Journal of Sports Advertising in Print Media, the case of 2000 Olympic Games advertisement companies chose the athletes they wanted in their print ads not only by the accomplishments they had on the field but more so by the personality that they displayed (Kambitsis, 2012). The article also examined various forms of advertisements within a country leading up to the Olympic Games. Surprisingly, the data showed no significant effect of change due to the Olympics taking place within that county. This may suggest that as a population, consumers strongly associate themselves with what they know, and not the new and exciting event that may be occurring. “Got Milk” athletes were specifically chosen because of a

personality that the athletes distribute and for accomplishments consumers have come to know them for.

Steinberg of the Philadelphia Inquirer (add publication year here) suggests that in order for a sport ad to truly be successful and connect with people it must reach the fans on a gut level. One of the best ways to link a fan with the ad is to play off the emotions that are brought upon when viewing sport. The viewer must feel the thrill of victory, the agony of defeat, the humorous idea that we are so connected with these teams and athletes yet play no real role in the outcome of their success. The “Got Milk” ads aim to connect the individual viewing the ad with the emotions that they once had with the athlete who is drinking the milk. Perhaps Derek Jeter reminds you of a time when the Yankees won the pennant. As a Yankee fan that was a memorable experience, and now seeing that figure drink milk a product you buy, you may associate that feeling with the product milk now.

Iconic Ads

According to Katie McInerney and Mark Cooper of Tulsa World (add publication year here), some of the most iconic athletic advertisements there have ever been. A few of the ads include, “Be like Mike” for Gatorade from 1992, “Nothing but Net” for Reebok in 1993, “I don’t know, but Bo does” for McDonalds in 1989, and of course “Got Milk” for Milk in 2002. All of these memorable ads along with many other connect the fan, buyer, product, athlete all together and allows them to share the same feeling over an item or brand. It is a very powerful notion that even for just a moment in time, people from across the world, from very different backgrounds can be connected together through the use of advertisement and more specifically sport advertisement by a product that is being sold. It is sure that sport advertisement is such a

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profitable business and one that is sure to be around as long as there are athletes playing sport and products to sell (Cooper & McInerney, 2015).

The world of sports advertisement is rapidly changing and has been for a while. According to Jackson (1997), there was already a development of a product which would track how many people viewed a particular ad during a televised football match. The computer program would help the advertisement companies know what ads were working and which were not based upon the amount of viewers it generated. This information just further proves that this advertisement concept of using sport to push a product is not a new idea and has been only growing in popularity and resources we have available.

It is critical that the companies in advertisement recognize this and take into consideration which generation they are targeting when selecting athletes or sport to represent their product. For instance, you wouldn't want Larry Bird, a famous basketball player from 1986, representing a new basketball video game for the latest system. The target market, in these cases, teenage children would most likely not recognize who Larry Bird is. A more current and popular athlete such as Kobe Bryant may be a better option. Likewise, Kobe Bryant may not be the best person to choose when representing a product aimed at an older generation. One particular study titled, “Are you old school? A scale for measuring sports fans' old-school orientation” seeks to better understand what category individuals fall into based on certain criteria so that appropriate athletes and sports can be chosen to represent that product to the target market. The authors of this study developed a valid and reliable scale to measure old-school orientation among today's sports fans. The Old School Scale (a scale created by the study used to measure individuals connection with sport product placements) developed in this study can be used to match celebrity

athlete endorsers to target segments and, hence, create advertisements that are more effective (Sukhdial, 2012).

The researchers behind this study believe that sport advertisement doesn't always aim to sell product but also focuses its efforts on recruiting members to associate more closely to a product or a particular brand (Rosynsky, 2003). In one case, the Oakland A's sought after more fans to support their baseball team to drive business. Through increased commercial air time and more billboards the team had hoped to draw in more attention from the public in the East and South Bay area (Rosynsky, 2003). It is important to understand that sports marketing isn't always about selling a product and making money right away. Often times the aim is to increase awareness for a product or brand and get the public to associate themselves with it and make a connection. In time, revenue will increase.

It is critical to have a basic understanding of how marketing works in order to run a successful advertisement campaign. According to the *Cross-Cultural Management Journal* (add publication year here), there are a few simple principles to follow in marketing, and after reviewing the “Got Milk” ads which have been chosen for the research, it is clear that they follow suite. The marketing mix is the strategic combination of the product, price, place, and promotion elements. These elements are typically called the four P's of marketing. Decisions and strategies for each are important for the marketer. Information for making educated decisions involving the four P's comes from the marketing research involving primarily the four C's-- consumer, competitor, company, and climate (Mihai, 2013). A critical decision and one of the greatest challenges for the sport business is how to strategically combine the four P's to best satisfy the consumer, meet company objectives, enhance market position, and enhance competitive advantages (Mihai, 2013).

There are people out there who would argue though that all of this increase in advertisement is damaging the beauty and poetry of the game (Gutterson, 2004). Gutterson (2004) argues that the game has merely become a vessel used to push a product and advertise brands to the public. It often feels as if the game itself is altered so that advertisements have a chance to play a bigger role. This fact is true in many cases, the 3-point arc was moved closer to allow an increase in scoring which drives more viewers, media time-outs occur more often so that there is a chance for commercials to air, and the halftime during the Super Bowl is increased so that the halftime show can be more extravagant than ever. The game itself is being changed so that companies have an ability to “push their product”. Although the “Got Milk” ads that has been examined in this study seem to impede on the actual game itself, it could be argued that the time spent by the athletes in these photoshoots could be better spent perfecting their craft.

Sex Appeal

Sex appeal is a powerful tool used in marketing and advertising. Does it belong in sport though, where many families will be viewing the ad? According to one article published in the Beaver County Times (add publication year here), the answer is uncertain, but you shouldn't be surprised to see it. In 1972 Joe Namath was in a sexy ad to help sell a shaving cream and it was the first of its kind. "He was the first football star to be put out there as a sex symbol," said Dan Santoro (add publication year here). In today's world, shock and awe is the way to sell and all too often the best way to do so is by pushing the envelope in a sexual way. Not all are a fan of this new form of advertisement. There are 7 National Football teams that do not endorse the use of cheerleaders because of the persona they feel it gives off (Johnston, 2004).

Dealing more specifically with the “Got Milk” ads, according to add authors' name (and publication year) here, the campaign has been launched not to sell more milk specifically, but

rather expose the youth of the country to the benefits of milk and remind Americans the importance of the drink. Of course, in return, this will help sell product which will benefit the California Dairy farmers who sponsored the ad but that was not the main goal. Starting the day right with a good breakfast can help kids tackle the day, and protein in the morning can help. With eight grams of high-quality protein in every 8-oz. glass, milk at breakfast is a delicious, easy and affordable way to send your kids out the door with what they need to start the day off right. Other beverages simply can't match the power of milk (Olson, 2013). This type of advertisement is a beneficial one for the public as a whole because many of us lack the necessary dairy intake that is required. It's interesting to note that one of the most successful ad campaigns there have been did not set out to specifically turn a profit but rather to inform the public of a benefit. Perhaps that may have been one of the major reasons for its success.

Imitation

Over the past two decades, "got milk?" regularly tests at the top of all beverage advertising slogans, and remains one of the most honored campaigns in advertising history (Olson, 2013). Why might this be? Well for starters, it was simple, and to the point. It was memorable and so to be the public figures used to promote it (Olson, 2013). Every milk mustache face was recognizable and before the long the text was not necessary. The milk mustache was easily recognizable for what it meant. When did this all begin? According to the article Got a New Idea? – Milk Ads Spawn Slew of Imitators, The first "got milk?" commercial ran on October 29, 1993. It featured a history aficionado listening to a radio call-in show while eating a mouthful of peanut butter. The listener desperately lunged for a carton of milk as he mouthed the unintelligible answer to the \$10,000 trivia question, "Aaron Burr." This commercial remains one of the most popular and easily recalled spot in advertising history (Olson, 2013). As

one of the most recognizable and memorable ad campaign there have ever been, this campaign was specifically chosen for our study because of the mass appeal it had on the public.

With any great idea, there is always going to be others that try to gain the same success from mimicking your style. The same held true for many companies after the success of the California Dairy farmers “Got Milk” ad took off. A few imitators of the “Got Milk” ads include a billboard for Tide laundry detergent asks, "Got napkins?" A newspaper ad for Luby's Cafeteria recently inquired, "Got fish?" A billboard for Fort Worth-Dallas sports-talk radio station KTCK/1310 AM asks, "Got sports?" And a doormat asks the question, "Got wine?" (Philpot, 2002). The event took it further with a few more interesting ideas such as: some ads even ask us if we've got stuff we "don't" want, such as a weight-loss formula ad that poses the question, "Got fat?" And then, there are the non-sequitur questions, such as the one posed by a recent "TV Guide" cover about the sitcom "Malcolm in the Middle," which asked, "Got Malcolm?" (Philpot, 2002). The owners of the ads though took it as a form of flattery though, after they realized how many companies actually were taking their idea and tweaking it to meet their own brand.

Sport Celebrity Endorsements

The use of sport celebrities in advertising campaigns is an important aspect in marketing to a target market of sport fans (Ruihley, 2010). With many star athletes becoming increasingly involved in negative off-field issues, it is questioned whether ads featuring athletes have decreased over time (Ruihley, 2010). It has been shown that as it relates to the use of sport celebrities in marketing campaigns that Caucasian individuals are provided more opportunities at a disproportional rate compared to that of African American individuals (authors name and publication year here). Much like our study is focused on the sex appeal aspect of sport advertisement; this article was concerned at looking racial trends among sport advertisements.

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To ensure that our study was racially sound, we selected an equal proportional amount of African American athletes to that of Caucasian athletes. Also, to the best of our knowledge, none of the athletes selected have been involved in any off the field risky behavior in any way. This study is an important one because although we believe that we live in a free country that does not discriminate based on the color of your skin, all too often it seems that a small fact appears that would have you thinking otherwise. The use of celebrity athletes in sports marketing is a powerful tool as well as the ability to be featured in product advertisements (Ruibley, 2010). Often times endorsing a product can be a major revenue income for these athletes. Big business companies should not choose a certain type of athlete over another simply because of the color of his/ her skin. The sport endorsement advertising market should continuously be examined to ensure the public is being exposed to advertisements that are relevant and appropriate.

Kang (1997) wrote an article titled “The portrayal of women's images in magazine advertisements: Goffman's gender analysis revisited” in a journal, *Sex Roles*. The purpose of the study was to investigate if there has been a change in the way women are portrayed in magazine ads from 1979 to 1991. Random samples of 252 images were taken from both 1979 and 1991 and were analyzed. This research showed that few changes have been made in the images of women in magazine advertisements since the 1979 study. The findings indicated that the images of women in 1991 advertisements did not significantly change from the images found in 1979 advertisements. However, distribution or dispersion of stereotypical portrayal of women did change. As time progresses, our media and advertising companies continue to push the boundaries of what is acceptable. There is no doubt that sex sells and this study shows that the marketing teams have exploited this notion. This study aims to help understand what traits of the ad appeal to the viewer and attracts his/ her attention.

It is certain that sex appeal plays a role in advertising not only in the United States of America but across the world. Gilly (1988) compares television advertisements across three different countries. It was found that stereotypical sex role ideas were found within commercial advertisements among all three countries however proportionally they were not the same. Australian advertisements show somewhat fewer sex role differences and Mexican advertisements show slightly more sex role differences than U.S. advertisements (Gilly, 1988).

Not everyone is a fan though of this idea where women and men should be portrayed in sexual ways to sell product. In fact, often times the women of these sexual advertisements are depicted in demeaning ways that can affect the self-image of young female viewers. According to a study completed by Suzy D'Enbeau (2011), sex within advertising can take on three different approaches for communication within advertising. First, sex appeals that equate sexual commodities with a tenet of feminism; second, sex appeals that foster feminist political protest; and third sex appeals that promotes a feminist commitment to alternative identities. Her findings suggest that sex appeals not only provide opportunities for revenue streams but also opportunities to reinforce feminist ideology (D'Enbeau, 2011). Although it is important that our advertisement campaigns capture the attention of the audience and produces revenue, the audience must be careful as to how the male and especially the female body are portrayed by media so that the audience do not damage the way that people view their own body.

One particular study that stood out to the researchers when reviewing past literature was a study published in 2013 by Josefa Martín-Santana. The study analyzed the effectiveness of celebrities in magazine ads. This study was unique and stood out though because all the magazine ads that were created and developed for the sole purpose of the study. The findings led to extremely interesting results. The findings show that the advertising styles that generate the

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greatest effectiveness differ according to the product; the celebrities do not increase effectiveness, but when the respondents recognize the celebrity, effectiveness increases; and credibility influences affective and conative measures (Martin-Santana, 2013). The researchers in this study would agree with the finding and believe that the “Got Milk” ads were successful in part to a reason that was discovered in the study completed by Josefa. The “Got Milk” campaign used the same marketing message and concept all throughout the campaign during the 10+ years that it ran. Also the marketing team hand selected individuals that were well known public figures, and then they knew would represent the brand in a positive way that connected them to the consumption of milk. Finally, when creating the images that would later become the “Got Milk” ad, the marketing team chooses to picture the public figure with equipment or props that they were well known for. In the case of our study, each celebrity athlete was photographed with the milk mustache and the type of athletic equipment that they are associated with. This connects the viewer, athlete, brand, product, and message all into one perfect advertisement.

As continuing to review past literature on advertising within magazine ads, the author found more and more that personal experience plays more of a significant role in the audience’s overall experience compared to other factors. According to a put authors name and publication year here, 570 female college students were assessed on their gratification of particular magazine ads. The results showed that personal experience, a second-order factor consisting of information, personal identification, and entertainment experiences, significantly influences advertising engagement, whereas the other factor, social experience, has no effect on advertising engagement. It is acceptable that the “Got Milk” ads understood that personal experience was a key factor in engaging their audience and used this to draw attention. The current study builds

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upon this information and better understand what attributes about the magazine ad are most appealing and motivating to the viewer.

CHAPTER 3 METHODOLOGY

Introduction

This study took a simplistic approach to better understand a major question among all product producing companies and marketing business. At its roots, advertisement companies only want to know what it is that will attract people to their particular ad and therefore sell product. We believe that our methods used to gain access to this information are easily replicable and produces understandable results.

The study used the popular “Got Milk” ads from the late 1990s to better determine what marketing factors within a sport magazine ad appeal most to the public. When selecting the ads, the researchers selected an equal number of ads to represent the male and female population. We also selected 4 ads that all depicted sport celebrities. Finally, of the 4 ads two of them portray the sport star in a “sexy” pose and outfit whereas the other two portray the athlete in a more ‘non-sexy’ pose. The study aims to better understand which ads and attributes of the ads have the most motivational power.

One of the main issues that advertising companies face is how to ensure that the ad you produce is well accepted by the public and that it has a meaningful impact on the company sales. If the person who is creating the ad does not know what appeals to the public, then they will not know what type of ad to depict. Our study examines one form sport advertising and narrows down what attributes about the ad is most appealing to the public. When we have a better understanding of what triggers within the ad appeal to the viewer then the marketing teams can create ads with those triggers to entice the viewer.

Research Design

This study is a quantitative one in which a Likert Scale from 1-7 is used to have the participant accurately select a number that represents how he or she best relates to the given question. The participant completes the questionnaire through the use of paper and pencil. The data is then organized in an excel program and tested using one-way ANOVA to see what trends exist.

This research attempts to answer the question of what the motivating powers behind are the athletic “Got Milk” ads. The purpose of this study is to determine if the factors of gender and sex appeal play a significant role to the public on their attitudes towards the ad and purchase intention when displayed in athletic “Got Milk” magazine ads. A total of 4 “Got Milk” ads have been chosen out of 12 “Got Milk” ads using a pilot study 2 of which represent male athletes in the ad and 2 female athletes. The pilot study included 30 individuals of which 15 were male and 15 female. All of the participants in the pilot study were of the Caucasian race reside in the state of New York. Furthermore, one of the male athletic ads uses sex appeal while the other one does not. Also, one of the female athletic ads uses sex appeal while the other one does not (2X2 between subjects design). The participants in the study rate the overall motivating power of the ad on a scale of 1 – 7 where 1 means not at all motivating, 7 means extremely motivating, and 4 means about average for this type of product advertising. The measures ranged from adjectives including “Unlikely to Likely”, “Dull to Dynamic”, and “Unappealing to Appealing”.

Sample and Data Collection

The demographic characteristic of this study are males and female of at least the age of 18. There are no restrictions in regards to ethnicity, religion, nationality, or education when the subjects are chosen. The only information asked is that gender and age range. The criteria of this study is relatively simple in that participants are asked to view 4 separate “Got Milk” ads and

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rate them based on the question asked. Subjects needed to be able to see the ad clearly, make an informed decision, and circle the number on the Likert Scale all independently. Participants were exposed to four different advertisements and were asked to complete the survey right after they were exposed to each advertisement. Total number of participants was 160.

The data for this study was collected independently by each participant via paper/ pencil. The data was collected by reaching out to individuals who had the time and were willing to complete the questioner. The participant completed the questionnaire where they were most comfortable and then return to researcher. Participants rated each of the ads on a 1- 7 Likert Scale based on the 3 questions presented. Those three questions asked participants how they “feel after viewing the advertisement”, “intention towards buying/ drinking milk”, and “overall attractiveness towards the ad”. Privacy is the upmost of importance in this study. Only gender and age range were recorded in the study, the name of the participant was not. If for some reason the identity of the participant is disclosed, they would be at no risk because they have only written the four ads based upon the question asked.

After all participants completed and returned the questionnaires the information was compiled into an excel document. The data was then analyzed using two-way ANOVA. In conclusion, this research is intended to provide insight as to the motivating powers behind print ads through the analyzation of athletic “Got Milk” ads. Participants selected a numeric number on a Likert-Scale from 1-7 to indicate how they feel based on each question. Each number on the scale represents a feeling towards the ad. Everyone in the study is anonymous and there is no-risk to any participant. This information then is used to better understand the world of print advertisement in sports marketing

CHAPTER 4 RESULTS

Pilot Study

The purpose of the pilot study was to examine the validity and reliability of scaled measures as well as to validate the manipulations for four different conditions of manipulations. The pilot data ($n = 30$) indicated that all of the scaled measure exceeded acceptable level of internal consistency (Aad reached an alpha of .77). In order to gauge predisposition to four sport celebrities used in this study (i.e., Brett Favre, David Beckham, Dara Torres, and Mia Hamm), participants were told to rate each celebrity based on their image, likeness, trustworthiness, and attractiveness using seven-point semantic differential scales (Reysen, 2005). Results of a one-way ANOVA also showed that there were no significant differences among the four endorsers in terms of image [$F(3, 27) = 2.45, p > .05$], likability [$F(3, 27) = 3.13, p > .05$], trustworthiness [$F(3, 27) = 2.98, p > .05$], and attractiveness [$F(3, 27) = 1.38, p > .05$] among responses to their images, indicating that predispositions of four sport stars would not have an impact on dependent variables used in the current study (i.e., Aad). In addition, Ohanian's (1990) attractiveness scale was used to gauge validity of sexy and non-sexy advertisements condition. T-test results indicated that there was a significant difference in the scores for sexy condition ($M = 4.00, SD = 1.47$) and non-sexy condition ($M = 3.62, SD = 1.09$); $t(2) = 18.34, p = .01$.

Main Study

The sample was collected using purposive quota sampling and consisted of 160 usable responses. Half of participants were females ($n = 80$). These scaled measures include appeal, favorableness, and attractiveness toward the advertisement. Reliability tests of all the scaled measures resulted in satisfactory levels consistent with previous studies (Stafford & Day, 1995).

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In order to test all hypotheses (referenced within the Introduction on p. 12), two-way (gender X sexiness) analysis of variance (ANOVA) was performed on the data. In addition, data were run separately by gender (e.g., male and female participants) in order to compare group difference. The independent variables included in the analysis were models' gender and level of sexiness in the ads. The dependent variables were attitude, intention, and feeling towards the ads. Levene's test showed an F -value of 1.82, $p = .08$, indicating that the assumptions for equivalent variance are met. The Box's M test for covariance equality was also met, $M = 36.63$, $p = .192$.

For the male participants, there was a statistically significant difference between groups on interaction effect as determined by two-way ANOVA [$F(3, 320) = 3.55$, $p = 0.05$], indicating that male participants have more positive attitude toward the non-sexy male ($M = 3.65$) and sexy female ($M = 3.40$) endorsers than the sexy male ($M = 3.22$) and non-sexy female ($M = 3.30$) endorsers. However, there was no statistically significant difference on behavioral intention. In addition, there were statistically significant main effect (i.e., sexiness) on positive feelings towards the ads. That is, male participants have more positive feelings toward sexy endorsers ($M = 4.43$) than non-sexy endorsers ($M = 3.76$), (see table 1).

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Table 1

ANOVA Result of Endorsers’ Gender & Sexiness on Dependent Variables (Male Participants)

| Variables | Source | <i>df</i> | <i>SS</i> | <i>MS</i> | <i>F</i> | <i>p</i> |
|-----------|-----------------|-----------|-----------|-----------|----------|----------|
| Attitude | Corrected Model | 3 | 21.26 | 7.10 | 1.72 | .16 |
| | Intercept | 1 | 4666.51 | 4666.51 | 1132.38 | .00 |
| | Gender | 1 | 3.61 | 3.61 | .87 | .35 |
| | Sexiness | 1 | 3.20 | 3.20 | .77 | .38 |
| | Gender×Sexiness | 1 | 14.46 | 14.46 | 3.55 | .05 |
| | Total | 320 | 5990.00 | | | |
| Intention | Corrected Model | 3 | 8.61 | 2.87 | .86 | .46 |
| | Intercept | 1 | 3638.25 | 3638.25 | 1092.72 | .00 |
| | Gender | 1 | 1.38 | 1.38 | .41 | .52 |
| | Sexiness | 1 | 3.41 | 3.41 | 1.02 | .31 |
| | Gender×Sexiness | 1 | 3.83 | 3.83 | 1.15 | .28 |
| | Total | 320 | 4699.00 | | | |
| Feeling | Corrected Model | 3 | 38.53 | 12.84 | 3.27 | .30 |
| | Intercept | 1 | 5350.86 | 5350.86 | 1359.88 | .81 |
| | Gender | 1 | 1.71 | 1.71 | .43 | .01 |

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| | | | | | |
|-----------------|-----|---------|-------|------|-----|
| Sexiness | 1 | 34.60 | 34.60 | 8.80 | .03 |
| Gender×Sexiness | 1 | 2.34 | 2.34 | .59 | .01 |
| Total | 320 | 6633.00 | | | |

Results from female participants were a lot different than those from male participants. The results failed to show significant group difference on attitude and feeling toward the ad. However, there was a statistically significant difference on behavioral intentions. Female participants reported that they are more likely to buy milk when they are exposed to the non-sexiness endorsers ($M = 4.10$) than sexiness endorsers ($M = 3.16$), (see table 2).

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Table 2

ANOVA Result of Endorsers’ Gender & Sexiness on Dependent Variables (Female Participants)

| Variables | Source | <i>df</i> | <i>SS</i> | <i>MS</i> | <i>F</i> | <i>p</i> |
|-----------|-----------------|-----------|-----------|-----------|----------|----------|
| Attitude | Corrected Model | 3 | 11.40 | 3.80 | 1.10 | .36 |
| | Intercept | 1 | 5088.00 | 5088.00 | 1439.99 | .00 |
| | Gender | 1 | 9.80 | 9.80 | 2.77 | .09 |
| | Sexiness | 1 | .80 | .80 | .27 | .64 |
| | Gender×Sexiness | 1 | .80 | .80 | .27 | .64 |
| | Total | 320 | 6216.00 | | | |
| Intention | Corrected Model | 3 | 66.90 | 22.30 | 7.60 | .00 |
| | Intercept | 1 | 4177.93 | 4177.93 | 1423.61 | .00 |
| | Gender | 1 | .32 | .32 | .11 | .74 |
| | Sexiness | 1 | 66.48 | 66.48 | 22.65 | .00 |
| | Gender×Sexiness | 1 | .11 | .11 | .04 | .85 |
| | Total | 320 | 5166.00 | | | |
| Feeling | Corrected Model | 3 | .98 | .33 | .08 | .97 |
| | Intercept | 1 | 5536.42 | 5536.42 | 1312.03 | .00 |
| | Gender | 1 | .69 | .69 | .16 | .69 |

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| | | | | | |
|-----------------|-----|---------|-----|-----|-----|
| Sexiness | 1 | 0.3 | 0.3 | .01 | .94 |
| Gender×Sexiness | 1 | .26 | .26 | .06 | .80 |
| Total | 320 | 6867.00 | | | |

CHAPTER 5 DISCUSSION

Discussion

This research was conducted with the purpose of further adding to information available as it relates to consumer attitudes towards advertisements that use “sex” to sell product. Many researchers in the past have studied the implications of using sex appeal to sell product in both print and video advertisements. This study was not created with the intention to make a new way of thinking about marketing but rather add to the research that is already available. The present study focused on one particular brand and subset of marketing which was the milk industry and print ads in magazines. Specifically, the iconic “Got Milk” campaign from the late 90’s and early 2000’s was chosen for the study.

Specifically, a two-way ANOVA test was used to determine if sex appeal played a role when viewed by gender specific populations. After reviewing the results, a few key significant factors stood out which were in-line with our hypothesis. This chapter will further discuss those findings as well as to provide Sport Marketers knowledge as how to use this information in the future. Limitations of the study are discussed and recommendations for future are also given.

Understanding the Results

In the main study, the sample was collected using purposive quota sampling and consisted of 160 usable responses. Half of participants were females ($n = 80$). Reliability tests of all the scaled measures resulted in satisfactory levels consistent with previous studies (Stafford & Day, 1995).

In order to test all hypotheses, two-way (gender X sexiness) analysis of variance (ANOVA) was performed on the data. The independent variables included in the analysis were gender and level of sexiness in the ads. The dependent variables were attitude toward ads

(likeness, trustworthiness, and attractiveness). Levene’s test indicated that the assumptions for equivalent variance are met. The Box’s *M* test for covariance equality was also met.

Taken together, these results suggest that female participants had more favorable attitudes toward non-sexy model ad than male participants. However, male participants had more positive feelings toward sexy endorsers.

The hypothesis of this study was that men would be more motivated and rate the female ads with sex-appeal higher than that of the non sex-appeal. Although the data did not suggest this to be true there was a correlation found that suggested females did view the non-sexy ads more favorable oppose to their male counterparts. This study would suggest that the male population would view an ad the same whether it was considered sexy or not whereas the female population would view a sexy ad as less favorable. This result did correlate with what our original hypothesis predicted.

Females are used in sex appeal advertisement quite often to sell product. Although our research would indicate that this type of advertisement is viewed favorably by men it is not by women for what we believe to be for a few various reasons. One of which is that the women portrayed in sex appeal advertisement do not accurately depict what the typical American female looks like. Often the women used in the ads are extremely fit or skinny and photoshop is used to “fix” any imperfections in the models face or body. This could be viewed as disheartening to the general female population as they are compared to these standards. This constant expectation to live up to what is portrayed in advertisements can then lead to the female population viewing these types of advertisements as less favorably.

Another reason why women may have viewed the sexy ads as less favorable is because women are very rarely portrayed as strong, independent women who are able to take care of

themselves. Marketing agencies may represent a female in an ad as there to take care of the male or acknowledged only for her beauty. Women view this as unfavorable and may react better to an ad where a female is a boss leading a group of men in a business setting, or in a “role reversal” where a male is taking care of her needs.

All of these qualities of an advertisement are very important when selecting the model, scene, style, and product, along with who your target market is. It is important to remember who you want to view the ad and what you want them to take away from this ad. The type of ad you create may vary drastically depending on your target market and the gender of that market. The results from this study help add to the wealth of knowledge that exists around advertisement and more specifically sports advertisement.

This study also holds a significant impact within not only the Sports Marketing world but also the Sport Management field. For someone who is involved in the management of athletes or a sports venue he or she will be approached by marketing advisors who would wish to utilize your resources for marketing reasons. As someone who is responsible for their success both on and off the field it will be critical that you know which offers to accept and which to decline. It is for this reason that someone in the Sports Management field will want to familiarize themselves with the research and data of marketing so that they can better make the best decisions for their clients.

Recommendations

Sport’s Industry Almanac 2011, estimates annual spending for sports advertising and marketing in the U.S. to be at \$27.3 billion. Online advertising at sport Websites is estimated to surpass \$1 billion this year (Miller & Washington, 2011). There is no question that sports

marketing and print media is big business and having the right type of endorser and displaying that endorser the right way can make or break the ad.

One such case that stood out was the use of ads selected for the study. The famous “Got Milk” campaign from which our ads were selected was popular in the late 90’s. These ads now are well over a decade old and what is considered sexy or “risky” in the world of advertisement has changed significantly in that time. According to the standards of today, the ads that were selected may not come across as sexy in the eyes of the men and women who viewed them. We would recommend replicating the study with ads that are more current to determine if the significance of the data would change.

Limitations of the Study

Throughout the study, steps were taken to ensure that the validity of the results would be data that we could rely on and trust in. However, just as with any other study, there are always unforeseen and limitations in the study. As noted in the opening chapter, such limitations were present in this study as well.

The first of limitations that are present within our study is that we only utilized 4 ads in the data collection portion and of these 4 ads we only had 1 represent each of our sub sets (sexy male, sexy female, non-sexy male, non-sexy female). If the research we did was to be repeated, multiple ads depicting each of the 4 categories could be utilized in order to get a more accurate representation of the public knowledge. In addition, the ads selected were from a popular campaign run in the late 1990’s and early 2000’s. This study however was conducted over a decade later in 2017. More current ads that represent “today’s standards” would yield results that may better represent the mindset of the current population. One may be able to make the case

that the overall marketing world that we live in now has become less conservative than that of years past.

Another limitation of our study is that the population of individuals polled lived in the same region which was Upstate New York. The United States of America is a large country that has many view points and ideas as to what is acceptable, sexy, risky, or when advertisements “cross the line”. In order to get a more accurate representation of the population at large within America, the individuals should have taken the survey from all across the country opposite to just one area of one state.

Finally, the data collected by the research team utilized a paper and pencil model that trusted individuals to take the survey on their own time free of distractions. This environment was not controlled and could have varied from person to person depending on where they took the survey, what time they took the survey, or in what mood they were in when they took the survey. These unforeseen circumstances could have very well played a factor in the data that was collected by the team.

Directions for Future Research

Sports’ marketing is a multi-million dollar business that is ever expanding and growing. There will always be a need to stay ahead of the competition in order for your product to stand out. Although this and other studies add to the already expansive body of work, there is work that can be done for the future to better understand what attracts the public’s eye. If additional research were to be conducted the team behind this study would suggest that the way the data is collected is in a technological way using the internet. This would ensure that all answers are recorded accurately and there would be no room for error when data is being transferred from

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paper to computer. Also, if a research team were able to use the internet then they could expand the population further beyond the Upstate NY.

Another possible suggestion for future research would be to select ads that more current and from different types of product. All 4 ads that were selected were of a very similar marketing style, from the same time period, and from the same company. Expanding the style of ads that are selected for the sample population to view would yield better and more accurate results for marketing agencies to utilize.

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APPENDIX A
HUMAN SUBJECTS APPROVAL

Exempt Review

3/16/2016

Dear Robert Ryer:

Your research project, 'The Motivating Powers Behind Athletic "Got Milk" Ads', was approved by the University of Central Missouri Human Subjects Review Committee on 1/22/2016.

If an adverse event (such as harm to a research participant) occurs during your project, you must IMMEDIATELY stop the research unless stopping the research would cause more harm to the participant. If an adverse event occurs during your project, notify the committee IMMEDIATELY at researchreview@ucmo.edu.

The following will help to guide you. Please refer to this letter often during your project.

- If you wish to make changes to your study, submit an "Amendment" through Blackboard under the "Amendment and Renewals" tab. **You may not implement changes to your study without prior approval of the UCM Human Subjects Review Committee.**
- If the nature or status of the risks of participating in this research project change, submit an "Amendment" through Blackboard under the "Amendment and Renewals" tab. **You may not implement changes to your study without prior approval of the UCM Human Subjects Review Committee.**
- **When you have completed your collection of data, please submit the "Final Report" found on Blackboard under the "Final/Renewal Report" tab.**

If you have any questions, please feel free to contact me at researchreview@ucmo.edu.

Sincerely,



Deborah J. Turnbow

Director, Sponsored Programs

University of Central Missouri

cc: wylee@ucmo.edu

Protocol Number: 380