# Table of Contents

**Foreword** ........................................................................................................................................... xiv

**Preface** ................................................................................................................................................ xvi

**Chapter 1**
Branded Entertainment: Past, Present, and Future ................................................................. 1  
José Martí-Parreño, European University of Valencia, Spain  
Carla Ruiz-Mafé, University of Valencia, Spain  
Lisa L. Scribner, University of North Carolina, USA

**Chapter 2**
A Classification of Branded Entertainment Based on Psychological Levels of Processing .......... 22  
Jesús Bermejo-Berros, University of Valladolid, Spain

**Chapter 3**
Author-as-Franchise-Product: Edgar Rice Burroughs Inc and Tarzan as Historical Branded Entertainment .................................................................................................................... 53  
Matthew Freeman, University of Nottingham, UK

**Chapter 4**
A Theoretical Model for the Study of Persuasive Communication through Digital Games .......... 74  
Teresa de la Hera Conde-Pumpido, Utrecht University, The Netherlands

**Chapter 5**
The Role of Online Social Interaction in the Recommendation of a Brand Community .............. 89  
Cleopatra Veloutsou, University of Glasgow, UK  
Laurence Dessart, University of Glasgow, UK  
Georgia Maria Arvaniti, Athens Institute for Education and Research, Greece
Chapter 6
Deep and Shallow Gamification in Marketing: Thin Evidence and the Forgotten Powers of Really Good Games................................................................. 110
Andreas Lieberoth, Aarhus University, Denmark
Max Møller, Workz, Denmark
Andreea Catalina Marin, Aarhus University, Denmark

Chapter 7
Product Placement in Video Games: Image Transference among Emotions............................. 127
Inés Küster, University of Valencia, Spain
Natalia Vila, University of Valencia, Spain
Asunción Hernández, University of Valencia, Spain
Pedro Canales, University of Valencia, Spain
Vicente Castillo, University of Valencia, Spain

Chapter 8
Sitcoms Make You Laugh and Recycle: Exploring the Concept of Behavior Placements.............. 149
Christine Kowalczyk, East Carolina University, USA
Jennifer Martinez, Kennesaw State University, USA

Chapter 9
Product Placement in the Pharmaceutical Industry: The Case of Sinemet in ER........................ 170
Jose Enrique De la rubia Orti, European University of Valencia, Spain
Eva Maria Giner Larza, European University of Valencia, Spain
Lynn Summerfield, European University of Valencia, Spain
Daniel de la Rubia Orti, European University of Valencia, Spain

Chapter 10
How Branded Entertainment Shapes Consumers’ Brand Attitudes: Evidence from an Advertiser-Funded Program................................................................. 189
Yann Verhellen, University of Antwerp, Belgium
Nathalie Dens, University of Antwerp, Belgium
Patrick De Pelsmacker, University of Antwerp, Belgium

Chapter 11
Brand Perception and its Relation to Perceived Performance of a Public Sports Service................. 202
Mario Alguacil Jiménez, University of Valencia, Spain
Ferran Calabuig Moreno, University of Valencia, Spain
Juan M. Núñez-Pomar, University of Valencia, Spain
Josep Crespo Hervás, University of Valencia, Spain
Chapter 12
User-Generated-Content: Concept, Typology, and Marketing Outcomes ........................................... 221
José Martí-Parreño, European University of Valencia, Spain
Lisa L. Scribner, University of North Carolina – Wilmington, USA
Carla Ruiz-Mafé, University of Valencia, Spain

Chapter 13
Involving Customers through Co-Creation: An Approach from the Fashion Industry..................... 242
Desamparados Pardo-Cuenca, Polytechnic University of Valencia, Spain
Vicente Javier Prado-Gascó, European University of Valencia, Spain

Related References ...................................................................................................................................... 271
Compilation of References ...................................................................................................................... 307
About the Contributors ........................................................................................................................... 344
Index...................................................................................................................................................... 351