

Smile Please! Toward an Understanding of Selfie Campaigns

Elisabeth Wolfsteiner
University of Vienna
Marion Garaus
MODUL University Vienna
Udo Wagner
University of Vienna

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Smile Please! Toward an Understanding of Selfie Campaigns

Abstract

The emergence of new technologies and the rapid growth of online advertising lead to an increase in advertising clutter. Since human processing capabilities are limited, consumers actively select only a small amount of advertising messages for processing. In recent years, selfie campaigns have been identified as a promising advertising strategy to attract consumers' attention. However, little is known how selfie campaigns affect relevant marketing outcomes. Drawing on the elaboration likelihood model, this research offers deeper insights into emotional and cognitive processing evoked by selfie campaigns and how these two processes affect brand-related and promotion-related outcomes. Results of a survey demonstrate that emotional processing has a positive influence on brand-related outcomes, while cognitive processing increases promotion-related outcomes. The findings offer new insights into selfie campaign processing and provide strategic advice for their implementation.

Keywords: *Selfie; Advertising; Emotional and Cognitive Processing*

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