Renee Teal (PhD Student)

Abstract:

Health sponsorship promotion and effectiveness has historically been investigated as a ‘whole of event’ cognitive process. However, the recent literature highlights the potential emotional links between the changing emotional environment of sports, spectators and sponsor messages suggesting opportunities may exist for sponsors to be more dynamic in the delivery of their messages, and ultimately, increase their success. The Elaboration Likelihood Model is a conceptual model used to understand the processing of persuasive messages such as those used in health sponsorship. This model will provide the framework for the current research, where we hope to assess the impact of emotions at various stages of the persuasion process.

The proposed research will comprise three related studies to investigate the influence of emotion on sponsorship message processing within the ELM framework. It will have implications for the promotion of health messages in a sponsorship setting that will facilitate the maximisation of message processing and potentially beneficial health behaviour engagement. This PhD will contribute to the areas of public health, health promotion, sponsorship and social marketing and will be particularly relevant for government bodies that offer health sponsorship and those organisations that seek to better engage in sponsorship activities.

Date: Wednesday, 11th February 2015
Time: 11:00am—12:00pm
Venue: BUSN201 (Case Study Room)
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