creative execution influences how we interpret and later recall product information; it is critical in making key selling points persuasive (Lutz-Alessandrini 1983; Percy 1981; Scott 1994). The execution of the advertising message includes the layout and placement of visual elements and copy in print ads, the rate of image presentation in television advertising, or the tempo of the background music in radio.

Figure 2. Information processing model of deception.

On the other hand, delivery of the message suggests to the audience how the message should be evaluated, which specific information merits attention, and how advertising elements relate to each other. It often conveys a great deal beyond what is explicitly stated in the ad copy (Bovee and Arens 1989; Jewler 1995; Scott 1994). The theme of an advertisement, for instance, conveys the brand positioning strategy and guides consumer interpretation of specific advertising information. The language chosen to convey the theme is particularly important in achieving effective communication of the