**TITLE**

Extended Abstract

**Objective/Background**

Please use the provided template to prepare your extended abstract with the following layout guides: Font times new roman, 12 pt, single spaced, 2x6pt line spacing for paragraphs, block. Headings only on the 1st level 12pt bold.

Please provide about 100-200 words for the background of your study, including your research question(s).

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**Theoretical Framework/Literature Review**

Please provide if applicable the theoretical reasoning for your study, respectively provide an overview of related literature in about 300-500 words.

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**Method**

Please show in this section with 200-400 words the design, procedure, sample and measures of your empirical work. For qualitative research please elaborate on the coding procedures.

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**Results and implications**

Outline 200-400 words the key findings of your empirical and/or literature review and derived major implications.

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**References**

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*Waiguny, M. K., Nelson, M. R., & Marko, B. (2013). How advergame content influences explicit and implicit brand attitudes: When violence spills over. Journal of Advertising, 42(2-3), 155-169.*

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