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## Inside Track: Study ties TV viewer emotions to ad content

A new University of Minnesota study may tilt advertisers to alter their message when trying to capture the fancy of viewers. Titled "Fear and Loving in Las Vegas," the study by marketing professor Vladas Griskevicius found that folks who watched something scary were more susceptible to pitches that carried conformity-based themes. But those who view something romantic would be drawn to advertising that promoted go-it-alone, unique ideas.

Griskevicius and his researchers showed horror flicks and love flicks to separate groups of subjects and then presented them with ads to visit Las Vegas. "After watching a scary film, people were especially persuaded by conformity-based appeals that presented the trip as a popular option," according to the study. "The romantically minded individuals especially did not want to visit Las Vegas if they knew that many others are already going. Instead, people in a romantic state were much more persuaded by appeals that presented the trip as a unique, unusual or exotic choice that others might not make."

Griskevicius, of the Carlson School of Management, said many advertisers fail to consider the emotional roller coaster TV viewers have been on when they place their

ads. The messages should be different for folks who just watched the nightly news and those who tuned in "Sex and the City," Griskevicius concluded.

### Jim Craig today

Who could forget the image of U.S. Olympic hockey team goaltender Jim Craig skating about the ice mouthing the words: "Where's my fatha?" following the team's dramatic win against Finland to clinch the gold medal in the 1980 Winter Olympics?

Eight years after that hallowed Miracle on Ice win in Lake Placid, Craig's father, Don, 68, checked into the hospital for what he thought was back pain. Turns out, it was an abdominal aortic aneurysm (Triple A) -- an abnormal bulge in the aorta, one of the large arteries where blood passes from the heart to the rest of the body. Within a few hours, Don Craig was dead.


Since then, his son has teamed up with medical device-maker Gore Medical as national spokesman for a Triple A public awareness campaign that landed at Abbott Northwestern Hospital in Minneapolis last week. The message: If you're 65 to 75 years old and have smoked in your lifetime, or have a family history of vascular disease, get a simple and painless ultrasound that can detect the condition.

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Craig, now a motivational speaker, met with doctors and hospital staff at Abbott. "I always love visiting Minneapolis and the Twin Cities area, a place known for world-leading hospitals, health care and hockey," he said. "I have played a lot of hockey in this area, and done a lot of business here, as well. I have so many friends here. And it is rewarding to return in support of such an important cause."

## A parent's story

Michele Meyer of Cambridge is travelling to Washington, D.C., this week on a mission. Meyer is the mother of 31-year-old Katie Meyer, who died in December following surgery to extract her recalled Sprint Fidelis defibrillator lead from her chest. Fridley-based Medtronic Inc., which makes the lead, disclosed recently that it has contributed to 13 deaths.

Meyer will share Katie's story with members of Congress in support of a bill sponsored by U.S. Sens. Edward Kennedy, D-Mass., and Patrick Leahy, D-Vermont, and U.S. Reps. Henry Waxman, D-Calif, and Frank Pallone, D-N.J. The bill would permit patients harmed by medical devices to sue the manufacturer. The Supreme Court ruled last year that device manufacturers cannot be sued in state court if the device in question was approved by the Food and Drug

Administration.

Oddly, the court later ruled that patients harmed by a prescription drug could hold the drug maker liable.

"People harmed by medical devices, like Katie, should enjoy the same rights as prescription drug patients that have been injured," Meyer said. "Seeking justice from Medtronic will not bring Katie back, but maybe it will help others by encouraging the company to make their products safer."

## MN Cup

Competition for the fifth annual Minnesota Cup begins today. Entrepreneurs and inventors who think they've got the "next great entrepreneurial success story" can enter their ideas in one of six categories to vie for more than \$130,000 in prize/seed money. Since the cup began in 2005, more than \$175,000 has been awarded to winners with breakthrough business ideas. Details on the contest can be found at [www.minnesotacup.org](http://www.minnesotacup.org).


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