

Editorial: What Do People Do with Advertising? The Critical Question

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MY INAUGURAL ISSUE as new editor of the *Journal of Advertising Research* focused on the topic of emotion in advertising. The response from readers was positive. We began to receive wonderful new articles on this topic. Thus, we felt there should be an Emotion in Advertising II.

Practitioners acknowledged that effective advertising, which helps build powerful, lasting brand relationships, is a balance of “head and heart.” Little investment in research and theory development, however, has been dedicated to measuring the heart response—until recently. The new efforts led by innovative research companies, supported by agencies and advertisers, in developing new emotional response measures are most encouraging. We are also beginning to translate learning from cognitive psychology and neuroscience on how meaning is created, memories retained, and decision making happens in everyday life. As Wendy Gordon states in her wonderful

article in this issue, the question is not only “What does advertising do to people?” but also equally critical is the question, “What do people do to advertising?” Jerry Zaltman has introduced the idea of cocreation or coauthoring of meaning by consumers.

I am convinced that if we open our minds to new understanding and new measurements, risk taking will increase in creating highly engaging advertising. We will depend less on sheer “tonnage,” interruption, and message repetition as the best way to build successful brands. Advertising will be a more welcome and engaging source of information and brand preference. This will be a win-win scenario for everyone.

The new ideas, findings, and insights you will encounter in this encore visit into the world of emotion in advertising are enjoyable and useful reading. As always, I welcome your comments and new learning. 