

Editorial: Isolating Executional Factors

JOSEPH T. PLUMMER

Co-Editor

joe@thearf.org

IT OFTEN SEEMS that the executional dimensions of advertising are considered the private domain of the people who create and produce the advertising. You know, the “art part” of advertising. . . .

Imaginative researchers, however, can venture into this realm of advertising execution and can make a meaningful contribution to our field. Their research is usually consumer-driven in terms of the data and analysis, but the conceptual frameworks applied and the principles that emerge can be useful to the creators and producers.

This issue of the *Journal of Advertising Research (JAR)* explores an amazing range of executional factors. The lead article studies a familiar friend, but through a new lens as Germany just recently permitted competitive advertising, including naming the competitor. The research shows that, in this new setting, focused comparative advertising impacts consumers.

The use of music, testimonials by different races, promotional offers in mobile advertising, the role of positioning and benefits, and the impact of message framing are all reported in thoughtful

ways with useful implications in this issue. Some broader factors such as appealing to older consumers, young military recruits, and immigrants are studied in relation to specific factors in advertising.

While there is a great deal of research attention on strategic studies, the value of brands, media planning and modeling, and accountability metrics, it is encouraging to see quality research conducted isolating the contribution of executional factors in engaging and motivating consumers. We hope this *JAR* issue will encourage even more valuable research on executional factors in the future.

Finally, enclosed with this issue of *JAR* is a Reader Survey. Please take a moment to fill this in and send it back to us, or go to www.jar.warc.com/readersurvey to complete the survey online. I look forward to receiving your views on the journal—and we will provide feedback on the research in due course. All participants will have the chance to win some exciting prizes donated by FreeCar Media, OTX, and Ultramercial! 