EDITORIAL

129 The Internet Revolution
by Joseph T. Plummer

130 From the Periphery to the Core: As Online Strategy Becomes Overall Strategy, Marketing Organizations and Agencies Will Never Be the Same
by David C. Edelman

This article explores the changes taking place in the new media landscape that are driving online advertising to the core of brand strategy and how to build strategic advantages that not only deal with, but take advantage of these fundamental shifts.

135 Lessons from Online Practice: New Advertising Models
by Stephen D. Rappaport

Online advertising is moving from clicks to conversations, and with it advertisers are moving from traditional interrupt and repeat advertising to new advertising models centered on the consumer. The article discusses the relevance and applicability of the on-demand, engagement, and advertising as a service model for today’s advertising. We will never again have a single dominant approach guiding advertising as we had for the last 75 years, and for this reason marketers will need to rethink their strategy.

142 The Future of Online Market Research
by William E. Lipner

New developments in technology are creating many opportunities for the market research industry to collect, aggregate, and analyze data in better and more timely ways. In light of the fast pace of technology development and industry momentum, this article explores the responsibility of the industry to its clients and to consumers.
147 Brand Experience on the Pitch: How the Sponsors Fared in the World Cup
by Joe Akaoui
In the context of the FIFA 2006 World Cup, this article describes how a variant of the Market Contact Audit™ research methodology was applied to interview a sample of 10,000 urban young adult respondents in 10 major world cities. Through this research, the authors aim at better understanding to what extent sponsoring the World Cup really helps brands better connect with consumers and whether sponsoring contacts are more influential than others.

158 Extrinsic Cue of Warranty by Selling through a Reputable Website
by Huei-Chen Hsu, Chi-Shiun Lai, and Cheng-Hsui Chen
Electronic commerce is clearly already a proven participant in the process of modern day purchasing, but how do today’s brands and retailers capitalize on this growing phenomenon, and how does the reputation of a website impact the purchasing decision and the perception of the product in question? This article surveys 543 internet users in Taiwan and finds not only that the big brands are benefiting from online marketing, but lesser known manufacturers can also use a reputable retailer brand as a quality endorser.

165 How Mobile Advertising Works: The Role of Trust in Improving Attitudes and Recall
by Shintaro Okazaki, Akihiro Katsukura, and Mamoru Nishiyama
How does trust affect consumer attitudes and recall in mobile advertising? Using a mobile push messaging service in Japan, “pseudo” advertisements and a subsequent questionnaire were sent to opt-in mobile users to test a structural model.

179 Quality Issues in Online Research
by Nick Sparrow
Online panel members are motivated to participate in polls and surveys, primarily by the chance to earn money, and some expend little effort answering questions, with disastrous effects on the quality of online data. The paper suggests panelists should instead be treated as valued employees, appropriately paid for carefully considered answers and then subject to rigorous quality control procedures, some of which are suggested.
183 How Web Banner Designers Work: The Role of Internal Dialogues, Self-Evaluations, and Implicit Communication Theories
by Marie-Pierre Fourquet-Courbet, Didier Courbet, and Marc Vanhuele

A qualitative study of web banner designers reveals that they apply implicit theories of the communication process during their creative activities. The creation process is based on imaginary dialogues in which evaluation standards for the creative output are constructed, very early on and throughout the process.

193 Using Brand Websites to Build Brands Online: A Product versus Service Brand Comparison
by Wenyu Dou and Sandeep Krishnamurthy

Brand websites of products and services differ considerably in the use of content, function, and design elements. Companies may be underutilizing elements related to interactivity, cultivating loyal customers, and supporting cross-channel promotions.

207 Book Review
by Peter M. Chisnall

Mail and Internet Surveys: The Tailored Design Method
by Don A. Dillman

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