From the Periphery to the Core: As Online Strategy Becomes Overall Strategy, Marketing Organizations and Agencies Will Never Be the Same  DAVID C. EDELMAN

- This article builds on the basic fundamentals of business strategy to offer specific tactics for building successful online advertising strategy.
- A structural asset advantage is built through a company's ability to build and leverage their customer base through compelling online content and community cultivation.
- A scale advantage is built through leveraging increasing amounts of information about your audience and media channels to make informed decisions on creative development and media spending.
- A process advantage is built by integrating the media, creative, promotional, and analytical planning processes to create advertising experiences that are relevant and compelling to consumers and to provide rich data to fuel planning models that are both evaluative and predictive.

Lessons from Online Practice: New Advertising Models  STEPHEN D. RAPPAPORT

- The classic “interrupt and repeat” model of traditional mass media advertising has been joined by a family of new advertising models centered on relevance.
- These new models—On Demand, Engagement, and Advertising as a Service—share similarities: a focus on dynamic relationships among brands and consumers; penetrating insights into consumers through data on behavior and preferences; and support from technology.
- Marketers need to start thinking through how to transition away from interrupt and repeat toward models that take full advantage of the desires and competencies of internet users to reach the right people with the most relevant messages, rather than the most people with the same message. This transition also involves moving away from traditional planning approaches and metrics, such as reach, frequency, and costs-per-thousand to new measures centered on brand-consumer relationships and interactions.
- The three models outlined are not the final word; they may converge or splinter, or new models may appear. One thing we can be certain of is that we will not have another 75 years of the same model that is dominated by just four mass media. We can look forward to many innovations ahead, but to take advantage of them, brand marketers and their partners need to have the organizational capabilities to exploit them.
The Future of Online Market Research

WILLIAM E. LIPNER

This article takes a look ahead to the future of online market research and suggests three key areas on which the industry should focus to ensure that the research opportunities associated with the online advertising are maximized:

○ Enhancing the respondent experience: show your potential respondents respect by providing well-designed, well-constructed, and properly functioning surveys.

○ Positive public opinion of market research is crucial for the future of online market research. The industry has a responsibility to educate the public about market research and what’s in it for them.

○ Online cell phone research is the next market research frontier. New developments in technology are presenting new ways to reach potential consumers (and respondents) and to gather data. The market research industry must work together to ensure high standards of research execution in these new media channels in order to guarantee high quality research results.

Brand Experience on the Pitch: How the Sponsors Fared in the World Cup

JOE AKAOUI

• World Cup sponsorship contacts were reported to be less influential than average influence.

• The influence of World Cup sponsorship contacts started to erode quickly once the event was over.

• Sponsoring a major event like the World Cup is reported to be a lot more influential than “average” sponsorship activities.

• Sponsoring brands generated significantly more experience with World Cup contacts than nonsponsors did.

Extrinsic Cue of Warranty by Selling through a Reputable Website

HUEI-CHEN HSU, CHI-SHIUN LAI, and CHENG-HSUI CHEN

• “Price does not rule the web; trust does.”

• A brand is a trust mark for all intangible trust-generating activity, and absent human touch, it can be a symbol of quality and assurance in building trust.

• A less-known manufacturer may “borrow” the reputation of the retailer to signal quality.

• Both the company and its customers benefit from changing from a one-way, push-oriented strategy to a two-way, trust-based relationship.
How Mobile Advertising Works: The Role of Trust in Improving Attitudes and Recall

SHINTARO OKAZAKI, AKIHIRO KATSUKURA, and MAMORU NISHIYAMA

In general, a mobile campaign’s memorability is likely to depend on perceptions of both the medium and the advertised content. Especially, we should note that the effects of mobile advertising trust on attitude toward mobile advertising were stronger than those of other relationships for both durable and nondurable samples.

The path from attitude toward brand to mobile campaign recall was notably and statistically stronger for the durable goods sample than for the nondurable goods sample.

Attitude toward brand is a mediating variable in linking attitude toward mobile advertising and mobile campaign recall only in the durable goods sample.

Young consumers are more likely to develop “trust” in what mobile advertising communicates, but may perceive mature brands as “not so cool” or “too tacky,” especially in the case of the nondurable good. This may imply that, after obtaining opt-in permission, firms that attempt to use mobile-based advertising campaigns must take into consideration the stage of product life cycle.

Quality Issues in Online Research

NICK SPARROW

Our online research results are not the same as those obtained by telephone or other large-scale random surveys, and no weighting system we could invent brought the data sets into line.

We found that online panel members are primarily motivated by the chance to earn money, and some seem to expend little energy on the task, racing through online questionnaires very quickly. Significantly some of these people then answer the same questions differently when recontacted by telephone.

The article suggests a new contract between panel operators and members. Panelists should be considered as valued employees, paid appropriately for their carefully considered views, and subject to rigorous quality control procedures.

Some suggested quality control procedures are set out in the article to ensure quality standards.
183  How Web Banner Designers Work: The Role of Internal Dialogues, Self-Evaluations, and Implicit Communication Theories  
MARIE-PIERRE FOURQUET-COURBET, DIDIER COURBET, and MARC VANHUELE

- During the creative process, web designers are engaged in imaginary dialogues with five imaginary actors of the field: the recipient surfing the internet, the advertiser, two imaginary colleagues, and the aspirational self-image of the designer.
- We show how the use of intrapsychic dialogues and implicit theories fit into the overall creative process, as described in theories about creativity.
- Evaluations are not restricted to the end phase of the process but occur throughout.
- The creative process to generate convincing messages is independent of the medium and type of message: web banner designers have the same mental approach to their creative activity as advertising copywriters for traditional media.

193  Using Brand Websites to Build Brands Online: A Product versus Service Brand Comparison  
WENYU DOU and SANDEEP KRISHNAMURTHY

- The findings from this article suggest several practical implications for web marketers and brand managers, including:
  - Service brand websites typically feature information and functionality used to bolster trust and educate consumers, while product brand websites focus on interactive functions to promote consumer-brand relationships.
  - The number of interactive functions in brand sites could be enhanced to promote greater brand learning through better information assimilation and to help promote cognitive and emotional bonds with their brand users.
  - Brand sites are not doing enough to cater to brand loyalists via functions such as fan clubs, brand souvenirs, and brand recommendations.
  - Brand websites can be used to develop synergy between online and offline marketing programs.