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- The large amount of information available on social media can be condensed into input variables for econometric models allowing to estimate impact of social media alongside "traditional" marketing and all other sales influencing factors.

- Our results show that negative social media messages have much larger impact than positive messages.

- Social media has significant impact on brand sales and it should be actively managed by brand owners to stay competitive.

451 Empowering Online Advertisements by Empowering Viewers with the Right to Choose: The Relative Effectiveness of Skippable Video Advertisements on YouTube

MAX PASHKEVICH, SUNDAR DORAI-RAJ, MELANIE KELLAR, and DAN ZIGMOND

- TrueView in-stream advertising is a new video advertising format at YouTube that allows users to skip directly to the desired video content after five seconds of viewing. With TrueView, advertisers are billed only if the user watches at least 30 seconds or the complete advertisement if it is less than 30 seconds long.

- Giving users an option to skip an in-stream advertisement improves user experience at YouTube and results in increased time users spend watching videos on the Web site.

- Traditional (non-skippable) and skippable in-stream advertisements do *not* differ significantly in engagement based on user's follow-on search activity at YouTube.

- Viewed skippable in-stream advertisements have higher engagement than skipped early or abandoned advertisements based on YouTube follow-on searches.

- The new TrueView in-stream video advertising format reduces the negative impact of online advertising on users without sacrificing the value of such advertisements to advertisers.

459 Word-of-Mouth Advocacy: A New Key to Advertising Effectiveness

ED KELLER and BRAD FAY

- Marketers want their brands to be more social, seeking to activate consumer conversations about their brands.

- To many, this means deploying social media strategies on Facebook, Twitter, Pinterest, etc.

- Keller and Fay argue that the much bigger social opportunity for marketers is where most consumer conversations happen: offline, and face-to-face.

- Advertising and social marketing should not be in different silos because advertising has an important role to play in social influence, and in fact currently plays a role in one of four word-of-mouth conversations about brands.

- But a new advertising model is required—one that makes fostering conversation the primary goal, with persuasion coming from consumers talking to each other.

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