

## 405 The Power of Citizen-Group Public-Policy Advertising: Messages Don't Need Third-Party Validation to Increase Salience among Pockets of Voters

DANIEL BERGAN and GENEVIEVE RISNER

- Millions of dollars are spent on political issue ads, but little is known about their effects.
- Political issue advertisements sponsored by citizen groups can influence the perceived importance about an issue among the general public.
- Political issue advertisements sponsored by citizen groups can influence levels of knowledge about an issue among the general public.
- Political issue advertisements can also persuade individuals about the merits of a policy, but only among those without attachments to the major political parties.

## 421 The Big Picture for Large-Screen Television Viewing: For Both Programming and Advertising, Audiences Are More Attentive, More Absorbed, and Less Critical

MICHAEL D. MCNIVEN, DEAN KRUGMAN, and SPENCER F. TINKHAM

- Large-screen televisions dramatically enhance the delivery of advertising messages.
- Large-screen television viewers are less skeptical of advertising than their small-screen counterparts—an attitude that contributes to a more favorable environment for commercial messages.
- Large-screen television viewers pay more attention to both broadcast commercials and television fare.
- Large-screen television viewers have a more positive attitude toward advertising.
- Large-screen viewers indicate they are absorbed in television programming at higher levels.
- Large-screen viewers are more television-centric. Because they have both the means and predisposition to buy the best available technology/services, they self-select and gain greater satisfaction from more enhanced television products.
- Large-screen viewers are an enduring part of the television viewing population, as evidenced by earlier studies.

## 433 The Power of Evil: The Damage of Negative Social Media Strongly Outweigh Positive Contributions

MARCEL CORSTJENS and ANDRIS UMBLIJS

- The challenge brand owners face in an environment that is rapidly changing because of the impact of social media on consumer choices is that they do not have means to know what impact social media has on their business. They receive large amounts of data on “buzz,” “clicks,” “likes,” “page views,” etc., but this data does not give any insight into what impact social media has on brand sales and profit.
- Business impact of social media can be measured by including it as an additional variable in already existing and proven econometric modeling approaches widely used by marketing practitioners.

- 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.

## **465 Seeding Viral Content: The Role of Message and Network Factors**

**YUPING LIU-THOMPKINS**

- A proper seeding strategy is critical to the success of a viral video.
- The need for a “big-seed” strategy (i.e., using many consumers as initial targets) decreases as the quality of a viral message increases.
- It is best to start a viral campaign with consumers who have a strong tie with the viral-message originator.
- A moderately heterogeneous group of consumers with not too few (or too many) common interests can best increase the reach of a viral message and, therefore, is optimal for diffusion.
- Somewhat counter-intuitively, this research finds that it is not ideal to use seed consumers with a large number of social connections, as such connections typically are weak and not sufficient to motivate the initial spreading of content.

## **479 Digital and Social Media in the Purchase-Decision Process: A Special Report from the Advertising Research Foundation**

**TODD POWERS, DOROTHY ADVINCULA, MANILA S. AUSTIN, STACY GRAIKO, and JASPER SNYDER**

- Marketers need to meet consumers where they are and when they are likely to be there.
- They must be accessible and discoverable 24/7 and as responsive as consumers themselves are in social environments.
- Digital and social spaces put marketers under pressure to continually improve service and product and to make customer relationships a priority.