CONTENTS

EDITORIAL
What We Know About TV Today (and Tomorrow)
Geoffrey Precourt ............................................................... 3

Business Focus at a Glance ................................................... 5

Management Slant ................................................................ 6

MIND OVER METRICS
The Dark Corners Where Research Strategies Hide: Throwing Light at the Intersection of the New and the Old
Pat LaPointe ......................................................................... 9

MARKETING MATTERS
How Healthy is Your Brand-Health Tracker? A Five-Point Checklist to Build Returns on a Critical Research Investment
Jenni Romaniuk ................................................................. 11

ARTICLES
For Better, for Worse? What to Do when Celebrity Endorsements Go Bad
François A. Carrillat, Alain d’Astous, and Josianne Lazure ......................... 15

Are You In Good Hands? Slogan Recall: What Really Matters
Chiranjeev Kohli, Sunil Thomas, and Rajneesh Suri .................................. 31

The Word of Mouth Dynamic: How Positive (and Negative) WOM Drives Purchase Probability: An Analysis of Interpersonal and Non-Interpersonal Factors
Rodolfo Vázquez-Casielles, Leticia Suárez-Álvarez, and Ana-Belén del Río-Lanza ........................................ 43

Judging a Magazine by Its Advertising: Exploring the Effects of Advertising Content on Perceptions of a Media Vehicle
Sara Rosengren and Micael Dahlén ........................................... 61

FEATURE: WHAT WE KNOW ABOUT TV TODAY (AND TOMORROW)

Do Online Video Platforms Cannibalize Television? How Viewers are Moving from Old Screens to New Ones
Jiyoung Cha ................................................................. 71

The Good News About Television: Attitudes Aren’t Getting Worse. Tracking Public Attitudes toward TV Advertising
Michael T. Ewing ............................................................. 83

Second-by-Second Analysis of Advertising Exposure in TV Pods: The Dynamics of Position, Length, and Timing
Srinivasan Swaminathan and Robert Kent ..................................... 91

Understanding the Invisibility of the Asian-American Television Audience: Why Marketers Often Overlook an Audience of “Model” Consumers
Amy Jo Coffey ............................................................. 101