

134 The Secret Sauce for Super Bowl Advertising: What Makes Marketing Work in the World's Most Watched Event?

JIN-WOO KIM, TRACI H. FRELING, and DOUGLAS B. GRISAFFE

- Because of its popularity, the Super Bowl is routinely among the top-rated U.S. television programs, with about half of Americans watching the game and seeing the embedded advertising.
- Super Bowl exposure, however, comes with a steadily increasing steep price tag: this year, each 30-second Super Bowl spot cost \$3.5 million.
- Mounting evidence suggests advertising influences investor decision making and has an impact on the financial performance of firms.
- Event study shows that Super Bowl advertising results in an average 0.8 percent increase in advertisers' stock prices.
- The combined use of likeable characters with either emotional appeals or approach messages is positively associated with firm valuation.

150 How Strong is the Pull of the Past? Measuring Personal Nostalgia Evoked by Advertising

ALTAF MERCHANT, KATHRYN LATOUR, JOHN B. FORD, and MICHAEL S. LATOUR

- Advertising evoked personal nostalgia is multi-dimensional: past imagery, positive emotions, negative emotions and physiological reactions.
- It has a positive impact on attitudes towards the advertisement, bonding with the focal brand and brand choice.
- Nostalgic advertisements work better than non-nostalgic advertising, even among less loyal consumers.
- Effective nostalgic advertisements need to evoke images from the past; conjure up positive emotions and physiological reactions; and *curtail* the negative emotions associated with nostalgia.
- This scale can be used diagnostically to gauge how effectively the advertisement evokes the various dimensions of nostalgia.

166 An Episode-by-Episode Examination: What Drives Television-Viewer Behavior: Digging Down into Audience Satisfaction with Television Dramas

DONALD MILLER DENNIS and DAVID MICHAEL GRAY

- Television programs are often produced from the perspective of writers rather than the audience. This study shows that within a television series audience satisfaction with television drama is dynamic and can change over time between episodes.
- A viewer's expectations of the program, the performance of the program and, to a very limited extent, a viewer's connectedness with a program predict audience satisfaction over time.

- The implications of this study suggest that the use of a soft market-oriented approach to production could improve the likelihood of sustaining (or generating greater) audience satisfaction in the long-term.
- With millions of dollars at play in any television series, a soft market-oriented approach presents television producers, directors and advertisers with an opportunity to reap added value by adjusting television program content on the basis of between season and within season program market research and consequential insight.

175 Empirical Generalizations: New Laws for Digital Marketing: How Advertising Research Must Change

YORAM (JERRY) WIND, BYRON SHARP, and KAREN NELSON-FIELD

- To be useful, advertising research must explore and document the generalizability of findings across important conditions.
- The recipe for quality research requires describing how results hold across a range of relevant real-world conditions, in a rigorous transparent manner.

181 Digging Deeper Down into the Empirical Generalization of Brand Recall: Adding Owned and Earned Media to Paid-Media Touchpoints

FRANK HARRISON

- Users of brands have a higher propensity to recall seeing/hearing the brands that they use than non-users (other category buyers) of those brands across all paid, owned, and earned touchpoints. Though, on average, brand user recall is 1.7 times higher than non-user recall (the user multiplier), there is variance in the user multiplier by product category, brand size, market maturity, and touchpoint type (paid, owned, earned).
- Marketers in categories with higher multipliers—for instance, Pet Care and Financial Services—have a harder job reaching non-buyers.
- Larger brands have a greater ability to reach out to non-users than smaller brands. Because smaller brands have a harder job reaching non-buyers, they have to work harder/smarter than larger brands.
- For marketers who want to reach out to all category consumers through paid, owned, and earned media, paid media have greater ability to reach non-buyers (and buyers); owned and earned media have greatest traction among existing buyers.

186 More Mutter About Clutter: Extending Empirical Generalizations to Facebook

KAREN NELSON-FIELD, ERICA RIEBE, and BYRON SHARP

- Facebook differs little from television and radio in the degree that clutter affects advertising effectiveness.
- Improvements in advertising recall and brand recall that can be made by reducing advertising clutter are not large enough to justify the cost premium that would be charged to do so. Advertisers (especially for larger brands) are likely to prefer buying additional reach rather than paying the premium for fewer spots but in less cluttered advertising space.
- Smaller brands are more affected by clutter on the Facebook platform because they are less likely than big brands to stand out from the clutter and be correctly recalled.

192 If an Advertisement Runs Online and No One Sees It, Is It Still an Ad? Empirical Generalizations in Digital Advertising

STEPHANIE FLOSI, GIAN FULGONI, and ANDREA VOLLMAN

- Because cookies are deleted regularly by a substantial proportion of Internet users, their use leads to large measurement errors. The use of solely cookie-based server data will overstate the actual number of unique visitors to a Web site by as much as a factor of 2.5. For advertising campaigns, solely cookie-based ad server data will underestimate actual delivered frequency by about 2.5 times and overestimate actual reach by the same amount.
- Measurement errors caused by Internet users deleting their cookies are compounded by other cookie-related problems: the same person using multiple devices (e.g., a person using both a work and a home computer and, therefore, having more than one cookie per person for a given Web site or advertising campaign) and different people using the same computer (resulting in more than one person per cookie).
- Solely using cookies to target digital advertisements to specific demographic and behavioral segments typically results in inaccurate advertisement-delivery information due to targeting errors caused by cookie deletion; multiple devices per user (which leads to multiple cookies per individual); and multiple users on a given computer (which makes it difficult for an ad server to know which person is using a “cookied” machine at any point in time). Additionally, targeting accuracy declines with an increase in the number of demographic variables used to describe the target segment.
- Approximately one in three delivered digital-advertising impressions never have the opportunity to be seen (i.e., are never visible to the end user), with this viewability rate varying dramatically by site.
- The number of advertisements delivered next to brand-unsafe content is not substantial, but the authors of the current study believe that the absolute number of consumers impacted is significant.
- On average, geo-targeting of digital campaigns at a country level using IP addresses is quite accurate, with only 4 percent of advertisements in the United States and 7 percent in Europe falling

outside of the intended geography. On an individual campaign basis, however, error rates can be high, reaching 27 percent in Europe and 15 percent in the United States.

- Non-human traffic, including fraud, is a significant challenge for accurate digital-advertising delivery, and it is not adequately eliminated by industry blacklists of known robots or fraudulent operators.

200 Is the Multi-Platform Whole More Powerful Than Its Separate Parts? Measuring the Sales Effects of Cross-Media Advertising

JENNIFER TAYLOR, RACHEL KENNEDY, COLIN MCDONALD, LAURENT LARGUINAT, YASSINE EL OUARZAZI, and NASSIM HADDAD

- Television reach can still be vast. When online advertising is added to a typical television campaign much of the extra reach achieved is duplicated and could therefore be regarded as frequency across media.
- A single television exposure can nudge sales among those who are exposed in the days before purchase. Higher frequency typically brings extra sales with diminishing returns. Online advertising exposure often demonstrates a sales response among those exposed, but not consistently.
- The sales effects of mixed media exposure (online and television) do not indicate the presence of a synergy in sales impact, where the sum of exposure to both media is greater than the parts, but more research is needed.
- Future single source research must control for a wide range of confounds and biases such as purchase-viewing bias, pricing, promotions and competitive clutter. Building future empirical generalizations in this area will require testing of different combinations of media exposure, going beyond consumer goods and established brands.

212 What Works Best When Combining Television Sets, PCs, Tablets, or Mobile Phones? How Synergies Across Devices Result From Cross-Device Effects and Cross-Format Synergies

DUANE VARAN, JAMIE MURPHY, CHARLES F. HOFACKER, JENNIFER A. ROBINSON, ROBERT F. POTTER, and STEVEN BELLMAN

- Advertising research often confounds device effects (e.g., TV-sets, radios and personal computers) with communication format effects (e.g., respectively, video, audio and Web sites).
- Across four experiments, this paper documents empirical patterns of cross-device effects among television-sets, PCs, iPods and mobile phones.
- Device makes no difference to advertising effectiveness, measured by awareness, ad likeability, or persuasion (brand attitude and purchase intention).
- If the format is the same on each device, any combination of devices is equally effective.
- But, if format differs (e.g., interactive vs. non-interactive), there can be sequential synergy effects.

221 Achieving Reach in a Multi-Media Environment: How a Marketer's First Step Provides the Direction for the Second

JENNI ROMANIUK, VIRGINIA BEAL, and MARK UNCLES

- To reach an audience that is broadly representative of category users, emphasis should be given to media such as television, gift-packs, in-store displays, and outdoor advertising.
- To reach heavy category users, consideration should be given to media such as public relations, online advertising, and sampling.
- When the goal is brand growth, however, marketers should avoid too much emphasis on media that are skewed to heavy brand buyers such as social media or word of mouth.
- To minimize creative costs and focus management attention, carefully consider the effectiveness of the first media touchpoint before deploying a second media touchpoint, as the evidence is that second media tend to deliver more duplicate than new audience.

231 The Marketer's Dilemma: Focusing on a Target or a Demographic? The Utility of Data-Integration Techniques

MIKE HESS and PETE DOE

- Current media buying is still primarily based on demographics.
- Because certain television programs are better than others at reaching a brand's marketing target, yet are priced similarly, there is an opportunity to improve the media buy with better program selection.
- Data integration techniques can improve the overall efficiency of media plans by providing a direct linkage to these programs.
- These techniques come in several forms including direct matching, data fusion, and segmentation.
- Experience has shown that the amount of the improvement in efficiency ranges from 10–25 percent and depends on the category vertical.