This year’s Annual Industry Leader Forum is an unprecedented opportunity to join a select group of industry decision makers to spearhead the discussion on marketing mix models, leadership, and growth.

We are going to draw from forward-looking disciplines such as engineering and medicine to push the boundaries of some of the hottest topics in advertising and research today.

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WHAT WE KNOW ABOUT CREATIVITY

A Global Examination of Hard-Sell and Soft-Sell Advertising
S. Okazaki (Universidad Autónoma de Madrid), B. Mueller (San Diego State University), and S. Dalh (Alpen-Adria University) investigate reactions by 2,000 consumers in five G8 countries.

Best-in-Show Winners of the ARF’s 2013 David Ogilvy Awards
Procter & Gamble’s “Thank You, Mom”/Olympics campaign; Con Agra Foods’ “Slim Jim Man Medicine,” and Glad’s “Stronger Stand Against Waste.”

Optimizing the Amount of Entertainment in Advertising
T. S. Teixeira (Harvard Business School) and H. Stipp (FBC Universal/ARF) use facial tracking to explore how to best use entertainment to boost ad effectiveness.

Do Clients Really Need Highly Creative Advertising?
S. L. Sasser (Eastern Michigan University), S. Koslow (Macquarie University), and M. Kilgour (University of Waikato) investigate clients’ openness to new ideas as a conditional variable across 1,125 advertising campaigns reported by 408 agency subjects.

How Comparative Advertising Practices Have Changed in Two Decades
Replicating a 1989 survey, University of Oklahoma’s F. K. Beard finds today’s creative executives seem more concerned than their predecessors that comparative advertising may conflict with positive branding.

Judging Creativity in Advertising at Award Shows
A deep dive into the process of how the advertising industry goes about recognizing its top creative work. D. West (King’s College and Journal of Advertising Research), A. Caruccia (University of Malta), and M. Leelapanyalert (Birkbeck, University of London).

Fire Starter and Brand Steward: Successful Leadership Traits for the Creative Director
The many hats worn by the advertising agency creative director in his or her leadership role. K. L. Mallia (University of South Carolina), K. Windels (Louisiana State University), and S. J. Broyles (University of North Texas).