# Contents

**EDITOR’S LETTER**

**What We Know About Creativity**
Geoffrey Precourt .......................................................... 238

**Short Cuts** ................................................................. 240

**Management Slant** ..................................................... 241

**SPEAKER’S BOX**

**The Theory and Practice of Advertising: Counting the Cost to the Customer**
Pierre Berthon, Karen Robson, and Leyland Pitt .......................... 244

**MARKETING MATTERS**

**Sharing the Spotlight: Is There Room for Two Brands in One Advertisement?**
Jenni Romaniuk .............................................................. 247

**LESSONS**

**In Search of Advertising ROI: The Impossible Dream versus “Bounded Rationality”**
Gale Metzger ................................................................. 251

**RESEARCH QUALITY**

**You Can’t Put a Price Tag on a Survey Participant’s Enjoyment: The Latest Findings from the ARF’s “Foundations of Quality” Research**
Robert W. Walker and William A. Cook ................................. 254

**ARTICLES**

Shintaro Okazaki, Barbara Mueller, and Sandra Diehl .................. 258

**In 2013, Once Again: Marketing Art Meets Science—Best-in-Show Winners of the Advertising Research Foundation’s David Ogilvy Awards** ............................................. 273

**FEATURE: CREATIVITY**

**Optimizing the Amount of Entertainment in Advertising: What’s So Funny about Tracking Reactions to Humor?**
Thales S. Teixeira and Horst Stipp ....................................... 286

**Matching Creative Agencies with Results-Driven Marketers: Do Clients Really Need Highly Creative Advertising?**
Sheila Lucy Sasser, Scott Koslow, and Mark Kilgour ...................... 297

**Practitioner Views of Comparative Advertising: How Practices Have Changed in Two Decades**
Fred K. Beard .................................................................... 313

**What Makes Win, Place, or Show? Judging Creativity in Advertising at Award Shows**
Douglas West, Albert Caruana, and Kannika Leelapanyalert ............ 324

**The Fire Starter and the Brand Steward: An Examination of Successful Leadership Traits for the Advertising-Agency Creative Director**
Karen L. Mallia, Kasey Windels, and Sheri J. Broyles .................... 339