Editor’s Letter
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G. Precourt

Speaker’s Box
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G. Zaltman, Harvard Business School

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How Digital Conversations Reinforce Super Bowl Advertising: The Power of Earned Media Drives Television Engagement
Evidence from this study of social media interaction with Super Bowl-related television advertisements shows that both media platforms work in tandem to enhance brand engagement. Pre-game advertising increases the brand-related conversation. H. E. Spotts (Western New England University), S. C. Purvis (G&R Cooperative, LLC), S. Patnaik (University of Maryland University College) present.

Agency-Generated Research of Consumer-Generated Content: The Risks, Best Practices, and Ethics
A Delphi panel of award-winning advertising professionals is surveyed for their views on the use of social media engagement to test, track, and evaluate advertising campaigns, and how they identify related risks and ethical considerations. Risks include lack of control, masking of the truth, and failure to respond. S. Dickinson-Delporte (Curtin University School of Marketing, Perth, Australia) and G. Kerr (Queensland University of Technology School of Advertising, Marketing, and Public Relations, Brisbane, Australia) present.

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