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**How Neuroscience Works in Advertising**

**How Does Neuroscience Work in Advertising?**

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**How Reliable Are Neureomarketers’ Measures of Advertising Effectiveness?**

Data from Ongoing Research Holds No Common Truth among Vendors

D. Varan, Murdoch University/Audience Labs; A. Lang, Indiana University/The Media School; P. Barwise, London Business School; R. Weber, University of California, Santa Barbara; and S. Bellman, Murdoch University/Audience Labs, call for greater transparency and compare the validity of vendors’ neuro measures.

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**A Psychophysiological Approach for Measuring Response to Messaging**

How consumers emotionally process Green Advertising

M. Martínez-Fiestas, ESAN, Graduate School of Business, Peru; M. I. Viedma del Jesus, J. Sánchez-Fernández, and F. J. Montoro-Rios, University of Granada, explore types of message that effectively can provoke emotion leading to behavioral change.

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**Visual processing and Need for Cognition can enhance event-sponsorship Outcomes**

A study of personality variables in psychology reflecting consumer engagement—and the role of visual processing—with event sponsorship. A model of personality variables in psychology reflecting consumer engagement—and the role of visual processing—with event sponsorship.

A. G. Close, The University of Texas at Austin; R. Lacey, Xavier University; and T. Bettina Cornwell, University of Oregon

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**The Power of Direct context as revealed by Eye Tracking**

Direct context in magazines—and use of color—influence attention paid to advertising elements. E. G. Smit and S. G. Boerman, University of Amsterdam; and L. van Muiswinkel, GfK

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**Numbers, Please**

**The Rise of the Digital Omnivore**

G. Fulgoni, comScore, Inc.