How Brands Using Social Media Ignite Marketing and Drive Growth
G. M. Fulgoni, comScore, Inc.
P232

Accounting for Social-desirability Bias in Survey Sampling
The latest report from the ARF’s Foundations of Quality 2 initiative.
S. Gittelman, MKTG, Inc.; V. Langa, Catalina Marketing; W. A. Cook, e-Strategic Advantage; S. M. Frede, Lightspeed GMI; P. J. Lavrakas, Independent Consultant; G. Pierce, Nielsen; R. K. Thomas, GfK Custom Research P242

How Corporate Sponsors Can Optimize the Impact of Their Message Content
F. A. Carrillat, University of Technology Sydney, Business School; A. d’Astous, HEC Montréal; M.-P. Charette Couture, Nikon Optical Canada P255

Masters of Insight: Marketing Art Meets Marketing Science
Winning case-study excerpts from the 2015 David Ogilvy Awards: Grand and Gold: procter & Gamble (Pantene—“Beautiful Hair Whatever the Weather”). Plus three Gold winners: ESPN (“Who’s In?”); Kmart (Joe boxer—“Show Your Joe”); and Unilever (Knorr—“See a Different Side”).
P339

Do Price Promotions Help or Hurt Premium-Product Brands? The Impact of Different Price-Promotion Types on Sales and Brand Perception
Direct-price reduction has the strongest positive sales impact among German premium automobile brands.
F. Zoellner, BMW Group; T. Schaefers, TU Dortmund University, Germany P270

What Motivates Consumers to Re-Tweet Brand Content? The Impact of Information, Emotion, and Traceability on Pass-along Behavior
University of Amsterdam’s T. Araujo, P. Neijens, and R. Vliegenthart investigate how certain cues influence the retweeting of brand messages among Twitter users.
P284

Do “Strictly” Comparative Ads Hurt Credibility of non-Professional Service Brands? Age and advertisement type affect consumer response in this comparison of auto-maintenance brand (Ford and Chevrolet) advertisements.
F. Aupert, University of Queensland, Australia; and M. Kim Saxton, Kelley School of Business, Indiana University P296

Can Multiple New-Product Messages Attract Different Consumer Segments? Gaming Ads’ Interaction with Targets Affects Brand Attitudes and Purchase Intentions
F. Alpert, University of Queensland, Australia; and M. Kim Saxton, Kelley School of Business, Indiana University test fundamental segmentation principles in their assessment of video-game marketers’ messaging.
P307

Can Brand Promotion in Films Help or Hurt Moviegoers’ Experience? California State University, Long Beach; J. Meyer, Bowling Green State University, OH; and K. Ha, University of New Haven, CT caution that too much product placement in films can spur negative word of mouth.
P322