How Do Neurological Measures Work in Advertising?
Geoffrey Precourt ......................................................... 120

Fraud in Digital Advertising: A Multibillion-Dollar Black Hole:
How Marketers Can Minimize Losses Caused by Bogus Web Traffic
Gian M. Fulgoni ................................................................ 122

Resisting the Siren Call of Popular Digital Media Measures:
Facebook Research Shows No Link between Trendy Online Measures and Ad Effectiveness
Brad Smallwood .............................................................. 126

The Hidden Factors Behind Sponsorship and Image Transfer:
Considerations for Bilateral Image Transfer among Sponsors and Events
Gerard Prendergast, Aishwarya Paliwal, and Marc Mazodier ........................................ 132

The Personal-Data Tsunami and the Future of Marketing:
A Moments-Based Marketing Approach for the New People-Data Economy
Shawn O’Neal ................................................................. 136

Research Implications of the “Beyond Advertising” Paradigm: A Model and Roadmap
For Creating Value through All Media and Non-Media Touchpoints
Yoram (Jerry) Wind and Catherine Findiesien Hays ......................................................... 142

Driving Customer-Centric Growth: A Practical Roadmap for Brand Marketing:
The Pivotal Role of Insights and Analytics in the Customer-Centric Organization
Mario Simon, Frank van den Driest, and Tom Wilms ......................................................... 159

Assessing Ad-Spend Patterns to Predict Brand Health:
A Model for Advertisers to Determine Future Advertising-Budgeting Strategies
Abas Mirzaei, David Gray, Chris Baumann, and Lester W. Johnson ................................. 169

How to Use Neuromarkers to Make Better Advertising Decisions:
Questions Practitioners should Ask Vendors and Research Priorities for Scholars
Rachel Kennedy and Haydn Northover ................................................................. 183

Decoding Neural Responses to Emotion in Television Commercials: An Integrative Study of
Self-Reporting and fMRI Measures
Feng Shen and Jon D. Morris ....................................................... 193

Toward a Better Understanding of Advertising Stimuli Processing:
Exploring the Link between Consumers’ Eye-Fixation and Their Subconscious Responses
Michal Matukin, Rafal Ohme, and Christo Boshoff ......................................................... 205

EEG-Based Measures versus Panel Ratings:
Predicting Social-Media Based Behavioral Responses to Super Bowl Ads
George D. Deitz, Marla B. Royne, Michael C. Peasley, Jianping “Coco” Huang, and Joshua T. Coleman ..... 217

How Neurological Measures Work in Advertising

Best Practices

Coming in September: How Recall Works for Measuring Effectiveness ................................. 228