

JOURNAL OF Advertising Research

September 2016, Volume 56, No. 3

CONTENTS

EDITOR'S DESK	How Does Recall Work in Advertising? Geoffrey Precourt	229
VIEWPOINT	What 80 Years of Study Means for the Future of Advertising Research Horst Stipp	231
SPEAKER'S BOX	Advertising Creativity: Some Open Questions Arthur J. Kover	235
NUMBERS, PLEASE	The Power of Political Advertising: Lessons for Practitioners How Data Analytics, Social Media, and Creative Strategies Shape U.S. Presidential Election Campaigns Gian M. Fulgoni, Andrew Lipsman, and Carol Davidsen	239
ARTICLES	The Future of Advertising in China: Practitioner Insights Into the Evolution of Chinese Advertising Creativity Julie Bilby, Mike Reid, and Linda Brennan	245
	The Role of Location and Visual Saliency in Capturing Attention to Outdoor Advertising: How Location Attributes Increase the Likelihood for a Driver to Notice a Billboard Ad Rick T. Wilson and Jeff Casper	259
<hr/>		
HOW RECALL WORKS IN ADVERTISING		
	Spot Length and Unaided Recall in Television: Optimizing Media Planning Variables in Advertising Breaks Josefa D. Martín-Santana, Pedro Reinares-Lara, and Eva Reinares-Lara	274
	Limited-Interruption Advertising in Digital-Video Content: An Analysis Compares the Effects of "Midroll" versus "Preroll" Spots and Clutter Advertising Jean Brechman, Steven Bellman, Jennifer A. Robinson, Amy Rask, and Duane Varan	289
	Comparing Brand Placements and Advertisements on Brand Recall and Recognition Davit Davtyan, Kristin Stewart, and Isabella Cunningham	299
	Can Brand Users Really Remember Advertising More Than Nonusers? Testing an Empirical Generalization across Six Advertising Awareness Measures Kelly Vaughan, Virginia Beal, and Jenni Romaniuk	311
<hr/>		
ARF DAVID OGILVY AWARDS	Masters of Insight: When Marketing Art Meets Marketing Science Adapted Excerpts of Winning Case Studies from the 2016 David Ogilvy Awards	321
NEXT	Coming in December: How Audience Targeting Works in Advertising	338