Agents of Social Change: A Model for Targeting and Engaging Generation Z

How a Nonprofit Rebuilt an Ad Campaign to Curb Smoking by Teens and Young Adults

Researchers at Washington, DC-based Truth Initiative oversaw a three-phase study that included recruiting a national cohort sample—believed to be the first of its kind—of more than 10,000 members of Generation Z, ages 15 to 21 years old, to revive an anti-smoking campaign by appealing to their desire for social change. D. Vallone, A. Smith, T. Kenney, M. Greenberg, E. Hair, J. Cantrell, J. Rath, and R. Koval. P 414

Consumer Response to Gay and Lesbian Imagery: How Product Type and Stereotypes Affect Consumers’ Perceptions

Are consumers more, or less, supportive of brands that feature people with diverse sexual orientation in their advertisements? K. Pounders and A. Mabry-Flynn (University of Texas at Austin). P 426

Why Older Adults Show Preference for Rational Over Emotional Advertising Appeals: A U.K. Brand Study Challenges the Applicability of Socioemotional Selectivity Theory

L. Sudbury-Riley (University of Liverpool) and L. Edgar (The Big Window Consulting)’s findings validate conventional advice to use factual, rational appeals when targeting older adults versus their younger counterparts. P 441

Framing Advertisements to Elicit Positive Emotions and Attract Foster Carers: An Investigation Into Advertising Effects on High-Cognitive-Elaboration Donations

Appeals that trigger positive emotions, rather than negative emotions such as guilt, are more effective in advertisements about foster care. Processing motivation and preexisting attitudes play critical roles. M. Randle, L. Miller, and J. Stirling (University of Wollongong), with S. Dolnicar (University of Queensland). P 456