



JOURNAL OF

Advertising Research

December 2016, Volume 56, No. 4

NUMBERS PLEASE

● The Future of Retail Is Mobile

Trends and considerations for staying competitive. G. M. Fulgoni and A. Lipsman, comScore P346

HOW ADVERTISING WORKS

● Optimal Media Investment And Creative Strategies Across Platforms

Conditions for multimedia campaign effectiveness. J. Snyder and M. Garcia-Garcia, The ARF P352

WORD-OF-MOUTH MARKETING

● Deciphering Campaign Reach: Everyday Conversation Versus Institutionalized WOM

What makes people talk about brands online and offline? L. Groeger and F. Buttle, Macquarie Graduate School of Management P368

MULTI-PLATFORM CONSUMER

● Cross-Media and Cross-Channel Behaviors Between Products

Tracking 1,000 consumers' activity across 17 channels. H. A. M. Voorveld, E. G. Smit, P. C. Neijens, and A. E. Bronner, Amsterdam School of Communication Research P385

CHARITY ADVERTISING

● Shocking People Into Action: Does It Still Work?

Surprise, interest, and compassion are key to engagement. A. Cockrill, University of Wales Trinity Saint David and I. Parsonage, S & C Electric Europe Ltd. P401



HARD-TO-REACH TARGETS

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. P414

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). P426

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. P441

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). P466



Scan for more about the ARF