



JOURNAL OF

# Advertising Research

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## CREATIVITY

### ● Agency Teams And Performance

A model for building future research on the nature of team creativity in advertising agencies. J. Lynch, University of Westminster; D. C. West, King's College London P67

## PERSUASIVE IMPACT

### ● Do Resonant Advertisements Resonate with Consumers?

Testing moderating effects of individual regulatory focus and need for cognition. J. Choi, Kangwon National University; C. R. Taylor, Villanova University; D.-H. Lee, Korea University P82

## CONSUMER WELFARE

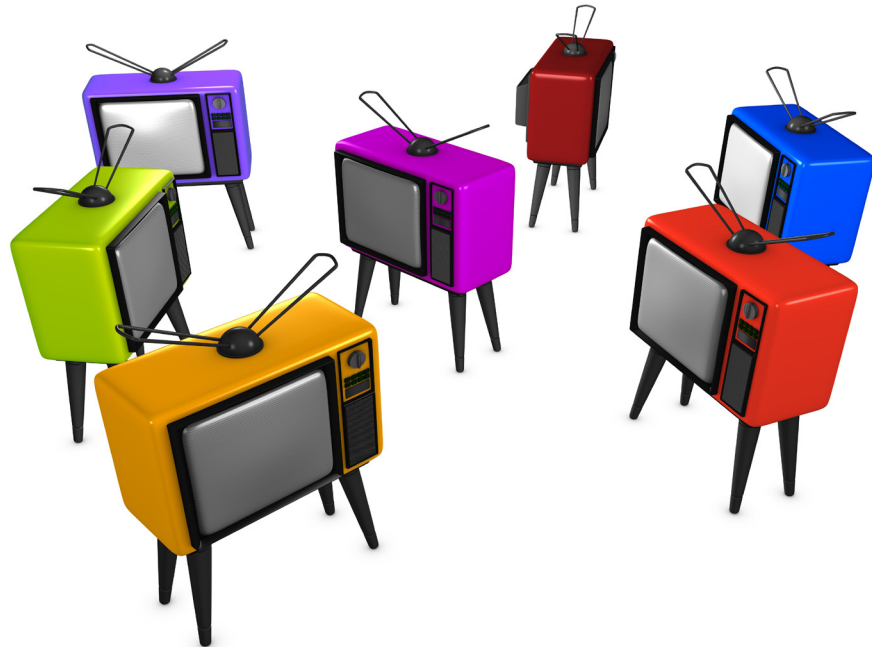
### ● Effects of Direct-to-Consumer Advertising of Rx Drugs

Assessing the impact of FDA legislation allowing brand-specific TV ads. P. Mukherji, King's College London; R. Janakiraman, University of South Carolina; S. Dutta, University of Southern California; S. Rajiv, National University of Singapore P94

## BEST PRACTICES

### ● Cross-Device And Cross-Channel Identity Measurement

An adapted excerpt from the Coalition of Innovative Media Management (CIMM)'s proposed guidelines on maximizing the impact of identity-based brand campaigns. E. Neufeld, Storyline Development P109



## WHY TELEVISION STILL MATTERS

### Measuring Television in the Programmatic Age: Why Television Measurement Methods Are Shifting toward Digital

The inability of traditional methods to account fully for fragmented viewing audiences has created an urgent need for improved cross-platform audience measurement. G. M. Fulgoni and A. Lipsman, comScore, Inc. P10

### Predictors of Commercial Zapping during Live Prime-Time Television: An Observation-Based Study Identifies Factors That Drive TV Channel Switching

S. R. Dix and I. Phau, (Curtin University of Technology, Perth, Australia) find that use of remote controls, perceived clutter, and advertising triggers are significant drivers of channel switching during TV ad breaks. P15

### How Reliable Are "State-of-the-Art" Facial EMG Processing Methods? Guidelines for Improving the Assessment of Emotional Valence in Advertising Research

M. M. P. Lajante (Laval University, Canada), O. Droulers (University of Rennes 1, France), and D. Amarantini (Paul Sabatier University, Toulouse) challenge existing methods used to understand consumers' emotional experiences. P28

### Hedonic Contamination of Entertainment: How Exposure to Advertising in Movies and Television Taints Subsequent Entertainment Experiences

Proposed research directions by C. A. Russell (American University Washington, DC), D. Russell (Uniformed Services University), A. Morales (Arizona State University), and J.-M. Lehu (Université Paris 1 Panthéon-Sorbonne). P38

### What Makes a TV Commercial Sell? Using Biometrics to Identify Successful Ads: Demonstrating Neuromeasures' Potential on 100 Mars Brand Ads with Single-Source Data

Academics and practitioners study neuromeasures' potential to identify ads that prompt sales. S. Bellman, M. Nenycz-Thiel, R. Kennedy, B. McColl (Ehrenberg-Bass Institute); L. Larginat (Mars, Inc.) and D. Varan (MediaScience). P53



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