

JOURNAL OF Advertising Research

March 2017, Volume 57, No. 1

CONTENTS

EDITOR'S DESK	Why Television Still Matters Geoffrey Precourt	1
SPEAKER'S BOX	The Impact of Cyber Attacks on Brand Image: Why Proactive Marketing Expertise Is Needed for Managing Data Breaches Kimberly A. Whitler and Paul W. Farris	3
<hr/>		
WHAT WE KNOW ABOUT TELEVISION ADVERTISING NOW		
NUMBERS, PLEASE	Measuring Television in the Programmatic Age: Why Television Measurement Methods Are Shifting toward Digital Gian M. Fulgoni and Andrew Lipsman	10
ARTICLES	Predictors of Commercial Zapping during Live Prime-Time Television: An Observation-Based Study Identifies Factors That Drive TV Channel Switching Stephen Richard Dix and Ian Phau	15
	How Reliable Are "State-of-the-Art" Facial EMG Processing Methods? Guidelines for Improving the Assessment of Emotional Valence in Advertising Research Mathieu M. P. Lajante, Olivier Droulers, and David Amarantini	28
	Hedonic Contamination of Entertainment: How Exposure to Advertising In Movies and Television Taints Subsequent Entertainment Experiences Cristel Antonia Russell, Dale Russell, Andrea Morales, and Jean-Marc Lehu	38
	What Makes a Television Commercial Sell? Using Biometrics to Identify Successful Ads Demonstrating Neuromasures' Potential on 100 Mars Brand Ads with Single-Source Data S. Bellman, M. Nenycz-Thiel, R. Kennedy, L. Larginat, B. McColl, and D. Varan	53
	Agency Creativity: Teams and Performance—A Conceptual Model Links Agency Teams' Knowledge Utilization, Agency Creativity, and Performance Jacqueline Lynch and Douglas C. West	67
	Do Resonant Advertisements Resonate with Consumers? The Interaction Of Wordplay, Regulatory Focus, and Need for Cognition and Its Impact on Persuasion Jieun Choi, Charles R. Taylor, and Doo-Hee Lee	82
	How Direct-to-Consumer Advertising for Prescription Drugs Affects Consumers' Welfare: A Natural Experiment Tests the Impact of FDA Legislation Prokriti Mukherji, Ramkumar Janakiraman, Shantanu Dutta, and Surendra Rajiv	94
	Cross-Device and Cross-Channel Identity Measurement Issues and Guidelines: How Advertisers Can Maximize the Impact of an Identity-Based Brand Campaign Evan Neufeld	109
NEXT	Coming in June: Advances in Research on Word-of-Mouth in Advertising	118

Cover illustration © iStockphoto.com/One02

For the latest research published by the *JAR* please visit www.journalofadvertisingresearch.com