Measuring the Effectiveness Of Branded Content
As branded content becomes more prominent in the media mix, marketers need meaningful ways to measure its effectiveness across television and digital platforms. G. Fulgoni, R. Pettit, and A. Lipsman (comScore, Inc.)

How Data Science Is Disrupting The Work of Agencies
J. Deighton, Harvard Business School

How Effective Are Emojis In Surveys Taken On Mobile Devices?
People who use their mobile devices to respond to online surveys often don’t complete them. C. Bacon (Advertising Research Foundation), F. Barlas and R. K. Thomas (GfK Custom Research), and Z. Dowling (FocusVision) explore the use of symbols (emojis) in the design of mobile surveys to keep respondents engaged, and the related data-quality implications of that use.

CSR and Marketing Performance: The Moderating Role of Advertising Intensity
M. Rahman (Rennes School of Business), M. Á. Rodríguez-Serrano (University of Seville), and M. Lambkin (University College Dublin) link higher market share with CSR engagement, and find that companies with higher ad budgets generally don’t need to promote CSR efforts.

What Sells Better in Green Communications: Fear or Hope?
When the environmental issue is framed as global, fear is more effective for enhancing positive attitudes and behavioral intentions, while hope appeals work best for local-framed issues. Y-K. Lee, C-T. Chang, and P-C. Chen (National Sun Yat-sen University, Taiwan)

Improving the Effectiveness and Credibility of CSR Messaging
Communicating about prizes and awards for CSR initiatives generates higher credibility than social media and internal communication methods. V. Gruber (HEC Montreal), M. Kaliauer (GfK Austria), and B. B. Schlegelmilch (WU Vienna; Sun Yat-sen University, China)

CSR and Consumer Perceptions: How Sincerity Drives Event and Sponsor Outcomes
A theoretically driven framework examines attendees’ perceptions of an event as socially responsible, and their perceptions of sponsor sincerity. A. Close Scheinbaum (University of Texas at Austin), R. Lacy (Xavier University), and M-C. Liang (Metropolitan State University)

How Do Self-Values Play a Role in Consumers’ Perception of CSR Advertising?
When consumers highly value businesses’ involvement in social causes, their motives to impress others can affect purchase intentions via self-referencing CSR ads. Y-J. Lee (Washington State University)

CSR Communication Effects at Investor-Owned Banks vs. Member-Owned Banks
C. Lecuyer, S. Capelli, and W. Sabadie (University of Lyon) study conditions in which some companies benefit more from CSR communication than others, depending on their governance.