New Insights on Advertising Execution and Consumer Engagement
John B. Ford ................................................................. 245

When Brands Go Dark: Examining Sales Trends when Brands Stop Broad-Reach Advertising for Long Periods
Nicole Hartnett, Adam Gelzinis, Virginia Beal, Rachel Kennedy, and Byron Sharp ......................... 247

Strategies for More Effective Six-Second Video Advertisements: Making the Most of 144 Frames
Colin Campbell and Erin Pearson ......................................................... 260

An Investigation of Androgyny and Sexual Orientation in Advertising: How Androgynous Imagery and Sexual Orientation Impact Advertisement And Brand Attitudes
Kelly Cowart and Phillip Wagner ............................................................... 276

Cause-Related Marketing Advertising Formats on Nonprofit Websites: Does a Company’s Donation-Amount Offer in Nonprofit Display Ads Drive Purchase Intention?
Wilson Ndasi, Elvira Bolat, and Gelareh Roushan .................................................. 289

The Effects of Context Congruence on Ad Persuasiveness in e-Magazines: It Serves My Motive, and I Distinguish the Advertisement
Achyut Telang, Debajani Sahoo, Sreejesh S., and Justin Paul .................................................. 303

Evaluating the Advertising Effectiveness of Noncelebrity Endorsers: Advantages of Customer vs. Employee Endorsers and Mediating Factors Of Their Impact
Jan-Frederik Gräve, Oliver Schnittka, and Carolin Haiduk .................................................... 318

The Importance of Consumer Engagement in Brand Heritage Advertising: How Feeling Close to a Brand Can Increase Willingness to Pay More
Daniele Scarpi ................................................................................... 334

The Effect of Guerrilla Marketing on Company Share Prices: An Event Study Analysis
Svetlana Davis and Frederick Davis .......................................................... 346