A Legacy of Breakthrough Research and Respect for Tradition  
Honoring John B. Ford’s Eight Years With the JAR  
Scott McDonald

Can Personalization or Creativity Reduce Banner Blindness?  
An Executive Functions Approach to Media And Creative Strategies  
Farzad Abedi and Scott Koslow

How Advertisements Mixing Black and White Actors Affect Consumer Intent  
Perceived Authenticity Can Strengthen Responses to Interracial Advertising  
Enping (Shirley) Mai, Diana L. Haytko, and Brian J. Taillon

How Consumers Process Unexpected Online Advertisements  
The Effects of Motion and Abrupt Onset On Consumers’ Attention and Attitude  
Emna Cherif and Thierry Baccino

Roadblock Advertising in the Digital Context  
Does Paying to Limit Competing Messages Pay Off?  
Biswajit Parida, Charles R. Taylor, and Abhishek

How Deepfakes and Artificial Intelligence Could Reshape the Advertising Industry  
The Coming Reality of AI Fakes and Their Potential Impact on Consumer Behavior  
Colin Campbell, Kirk Plangger, Sean Sands, Jan Kietzmann, and Kenneth Bates

Can a Whisper Boost Recall of Video Advertisements?  
Exploring the Effects of Autonomous Sensory Meridian Response (ASMR) in Advertising  
Sean Sands, Colin Campbell, Alexis Mavrommatis, and Veronika Kadowska