



Scan for more  
about the ARF

**Executive Editor's Letter**  
**The 2012 "Journal Numbers:"**  
**Answers to Common Queries** P129  
Douglas West

**Marketing Matters**  
**Seven Worries You Can Drop**  
**From Your Research Agenda** P131  
Jenni Romaniuk

JOURNAL OF

# Advertising Research

June 2013 Volume 53, No.2

## PRIME TIME

### ● **The Secret Sauce for Super Bowl Advertising**

Jin-Woo Kim, Georgia Southern University, Traci H. Freling, and Douglas B. Grisaffe, University of Texas, Arlington P134

## AD EFFECTIVENESS

### ● **Measuring Personal Nostalgia Evoked by Advertisements**

Altaf Merchant, University of Washington, Tacoma, Kathryn LaTour, Cornell University, John B. Ford, Old Dominion University, and Michael S. LaTour, Cornell University P150

## TELEVISION

### ● **What Drives Audience Satisfaction with Serial Dramas**

Donald Miller Dennis, Foxtel Networks Australia, and David Michael Gray, Macquarie University P166



## WHAT WE KNOW ABOUT ADVERTISING II

### **A Quest for Laws in the Digital Marketing Ecosystem**

Yoram (Jerry) Wind, Wharton School, and Byron Sharp and Karen Nelson-Field, Ehrenberg-Bass Institute (E-BI), introduce this special collection of papers from the second "Empirical Generalizations in Advertising" conference. P175

### **Brand Recall for Paid, Owned, and Earned Media**

Findings by ZenithOptimedia's Frank Harrison cover 160 touchpoints, 210 product categories and 45 countries. P181

### **More Mutter About Facebook Clutter**

E-BI's Karen Nelson-Field, Erica Riebe, and Byron Sharp investigate how clutter affects advertising on this platform. P186

### **If an Advertisement Runs Online and No One Sees It, Is It Still an Ad?**

Pitfalls and measurement errors in digital advertising, the implications of campaign validation, and a viewability metric are highlighted by three high-profile comScore authors. P192

### **Is the Multi-Platform Whole More Powerful Than Its Separate Parts?**

Researchers from E-BI, McDonald Research, and Mars, Inc. take a detailed look at multi-media campaign effectiveness, providing benchmarks for brand owners and media planners. P200

### **What Works Best When Combining Multiple Devices?**

Across four experiments, Duane Varan, Disney Media & Advertising Lab, collaborates with experts in Australia and the U.S. documenting empirical patterns of cross-device effects among television-sets, PCs, iPods, and mobile phones. P212

### **Achieving Reach in a Multi-Media Environment**

Jenni Romaniuk and Virginia Beal of E-BI, and Mark Uncles, University of New South Wales, analyze 16 touchpoints across 23 data sets. P221

### **The Marketer's Dilemma: Focusing on a Target or a Demographic**

Mike Hess and Pete Doe, Nielsen, share a masterclass in data-integration techniques and improving the overall efficiency of media plans. P231



**ADVERTISING  
RESEARCH  
FOUNDATION**