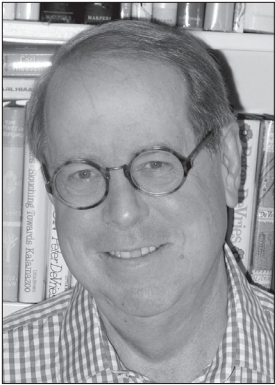


Editor's Letter

What We Know About New Mixes in Media Marketing

GEOFFREY PRECOURT
Editor-in-Chief
geoffrey.precourt@
warc.com



WHAT DO WE KNOW about media-mix marketing? Ask the question today and you'll get one set of answers. Tomorrow, the response certainly will be different, as the number of opportunities on a variety of platforms keeps increasing. The immediate challenge for marketing researchers is to capture information that carries enduring utility. And, for those marketers and publishers who stand to profit from that research, the long-term goal is to find a way to simultaneously read the various channels—with their distinctly different voices and intents—in a way that they can best adjust the marketing mix to best engage consumers.

ABC.com, for instance, noticed that viewers were pausing at least once during their online viewing sessions. And when they did so, their screens either froze on the last televised image or went dark. Did that represent a new advertising opportunity—an addition to the cross-platform mix that could take advantage of one viewing experience to enhance another? Would viewers support technology that would use the occasion of streaming-video pauses to present a full-screen still-image banner advertisement?

In "Unlocking the 'Reminder' Potential When Viewers Pause Programs: Results from a Laboratory Test of a New Online Medium" (please see page 444), authors Larry Neale (Queensland University Of Technology), Steven Bellman and Shiree Treleven-Hassard (Audience Labs, Murdoch University), Jennifer A. Robinson (RMIT University), and Duane Varan (The Disney Media & Advertising Lab/Audience Labs, Murdoch University) projected the impact of this new advertising medium.

After extensive study, the research team concluded that, although such "pause" messages were not as powerful as normal online television advertisements, they make use of what had been perceived as lost time. And, though optimal executional opportunities are uncertain, initial findings demonstrated that the short exposure time that

pause advertising receives suggests advertisers should use the same creative execution factors used by online banner advertisements, and previously by billboard advertising.

In "Leveraging Synergy and Emotion in a Multi-Platform World: A Neuroscience-Informed Model of Engagement" (please see page 417), authors Audrey Steele (Fox Broadcasting Company) and Caleb Siefert (University Of Michigan) as well as Innerscope Research, Inc.'s Devra Jacobs, Randall Rule, Brian Levine, and Carl D. Marci dig deeply into the different types and degrees of brand immersion.

The tools they employ include state-of-the-art biometrics and eye tracking as 251 participants experienced 24 brands on television, online, or both. You'll read that their findings indicate that brand advertising proved far more emotionally engaging when experienced on television alone or combined with online viewing. This emotional connection using both platforms proved strongest when the television program and Web site content were related.

Their research, they write, "indicated that immersive media environments—as often embodied by television—can create strong and lasting emotional connections that transfer to the brands showcased. And, by comparison, online environments are less able to generate an environment conducive to brand resonance that is measurable post-exposure—even when using rich-media display advertising. Instead, online advertising does appear to build stronger brand connections when a brand association or need state already exists."

A decade ago, in-game marketing seemed almost a vanity play—an imaginative add-on that might engage young consumers in a medium-friendly fashion. But, in 2013, in-game advertising has become a vital part of cross-platform constructs. Two authors from University of North Texas set out to determine how marketers best use advertising in the environment of online gaming to pull

consumers' attention from the digital contest to their product or service.

Ina A. Tran and David Strutton admit that legacy advertisers may find the concept difficult to grasp: "Some social critics believe that many online gamers are wasting their time." But while the ultimate benefit of such activity may be in dispute, the audience engagement is not irrefutable. In "What Factors Affect Consumer Acceptance of In-Game Advertisements? Click 'Like' to Manage Digital Content for Players" (please see page 455), Tran and Strutton write, "The imperative many advertisers face to engage more effectively with gamers exists, in part, because the generally youthful audience often may be disinclined to watch television. And even if they watch traditional broadcast media, gamers' adroit digital-video-recorder skills and declining interest in print media make reaching them increasingly difficult."

To capture the attention of the youthful gamers, the authors suggest three critical steps for marketers: Use their advertising to deliver content that is relevant because it addresses the players' self-image. Such work is effective, the authors continue, only to the degree that it continues to entertain the players—even as it pulls them away from their principal attraction and also provides them with some sort of follow-up that, again, respects their self-perception while providing them with "needs-based" information.

And, as such, it represents an extension of the cross-marketing platforms in a way that makes room for emerging technologies that, in turn, demand attention as they demonstrate their ability for consumer engagement.

In fact, in any kind of digital ecosystem, exposure to an advertising message is just the beginning of a consumer's digital adventure. According to Michel Laroche and Isar Kiani (John Molson

School of Business at Montréal's Concordia University), Nectarios Economakis (Google Montréal) and independent researcher Marie-Odile Richard, "Cross-channel advertising has grown steadily and significantly as a means to reach consumers. Television, the Internet, and other channels are used together to market products. Search engines have changed the way people look for information. Online advertising is growing rapidly and taking budgets away from traditional channels."

The thesis of "Effects of Multi-Channel Marketing on Consumers' Online Search Behavior: The Power of Multiple Points of Connection" (please see page 431) is reasonably direct: The Internet does not exist in isolation, however, and discussion around its expansion should not neglect the roles other channels should play.

The authors' findings support the effects of total marketing expenditures, total marketing impressions, television impressions, and online display impressions on consumers' subsequent online search behavior. However, the results of the current study do not lend support to the effect of radio impressions on subsequent online search.

A key finding of the study emphasizes "the importance of consistency of messages across different advertising media, particularly for integrated marketing campaigns... [The] analysis suggests that large advertising campaigns will drive more traffic to their Web sites, and this additional traffic must be sustained through the company's Web site." And the study also identifies a key opportunity: "Marketers can seize such opportunities to present additional purchase incentives."

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This issue marks two notes of passage. Douglas West, professor of marketing at

King's College London, finishes up his three-year term as the *Journal's* executive editor after five years. Yes, you read that correctly: Dr. West initially signed on for three years but did such a magnificent job that we wouldn't let him leave. But his passion for teaching and for publishing finally meant that he had to look past his loyalty and service to this audience and get back to his own work on a time of week called "the weekend" that he's forgotten about over the last decade.

The *Journal of Advertising Research* simply is a smarter, more relevant, more respected, and more thorough publication after Doug West's issue-in-issue-out oversight of our academic submissions. It has been a treat for the *Journal* staff to have him as a conscientious companion and colleague. And, although we'll miss his powerful mark on these pages, we expect to hear his voice as a regular contributor.

Finally, and sadly, the marketing-research profession lost a bit of its soul with the October passing of Erwin Ephron. His accomplishments are legion, earning him both the Advertising Research Foundation's Lifetime Great Mind Award and a seat in the Market Research Council Hall of Fame.

But, as his colleague and friend Gale Metzger observes ("Please Pass the Bacon: A Tribute to Erwin Ephron", please see page 359), Ephron's work never will outlive its vitality and utility. Indeed, his 1997 "Recency Planning" paper published in these pages remains one of the *Journal's* most referenced pieces of work. But, as Metzger observes, it is Ephron's voice—a mixture of integrity, humor, and quirkiness—that we'll miss. And, in a practice whose rules of engagement seem to change every day, the loss of Ephron's reliable wisdom—his uncanny ability to stay one step ahead—is incalculable.

As always we welcome your thoughts. 