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420 The Origin and Impact of CPG New-Product Buzz: Emerging Trends and Implications

KATE NIEDERHOFFER, ROB MOOTH, DAVID WIESENFELD, and JONATHON GORDON

- CPG buzz is still evolving. A minority of CPG brands dominate category buzz. While buzz is much more prevalent in other sectors (entertainment properties and automobiles, for example), some CPG products garner a significant volume of consumer buzz. Within CPG, a concentrated group of products accounts for the bulk of the CGM. Many CPG products achieve no measurable buzz, likely due to a combination of low involvement or the marketer not attempting to drive buzz with the chosen marketing mix.

- New CPG product buzz usually precedes sales: Buzz tends to occur very early in relation to a new-product launch, with peaks in buzz that generally precede peaks in sales.

- Advertising spending is a critical factor in generating new CPG product buzz: The drivers of buzz are complex, with both "traditional" media spending and certain category and product characteristics being relevant in anticipating buzz. Strong media support can be an important driver of buzz, although buzz in the context of a strong media presence is sometimes no more than the echo that results from making a lot of noise. The formula for generating meaningful buzz is not as simple as spending money.

- Brand ubiquity and distinctiveness are predictive of buzz: While a formal model for predicting buzz is not yet available, some key factors do appear to have predictive value. Beyond marketing factors such as media support and distribution, category familiarity (as indicated by high purchase frequency) and product distinctiveness show value when attempting to anticipate or predict buzz.

- High buzz levels drive sales and improve forecasting models: for the select group of new CPG products that generate substantial buzz, there is evidence that buzz can positively influence sales. In a regression-based sales forecasting experiment, incorporating actual buzz levels resulted in a meaningful improvement to forecast accuracy

427 Finding the "Missing Link": Advertising's Impact on Word of Mouth, Web Searches, and Site Visits JEFFREY GRAHAM and WILLIAM HAVLENA

- Advertising spending is significantly associated with higher levels of person-to-person brand advocacy (positive word of mouth) in four of five product categories.

- Advertising is a significant stimulus in brand searches and visits to brand websites—important indicators of consumer interest.

- Online advertising, followed by television, is the most powerful and consistent performer in getting people to advocate brands, even offline.

- Online and offline consumer and brand communication channels are interrelated and mutually dependent.

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518 A Status Report on Podcast Advertising DANIEL M. HAYGOOD

- Podcasting is emerging as one of the popular new tools in the new media realm. It allows consumers both to create audio or visual content and control when and where they consume the content. The internet allows for broad distribution of podcasts to anyone with an appropriate connection.

- Marketers have been slowly embracing podcasting as a marketing tool with some large manufacturers, such as General Motors, gaining some early lessons in how to use podcasts effectively.

- As a venue for advertising, podcasting is potentially powerful and effective, reaching consumers who are engaged and involved in specific content areas. The synergy generated between podcast content and advertising could be highly promising for marketers.

- The research shows that advertising on podcasts is not extensive yet but best practices are slowly emerging as more and more advertisers are exploring placing advertisements on podcasts. For example, the sponsorship model, with advertising serving as "bookends" to uninterrupted podcast content, is a common model among the podcasts reviewed for this study.

- Advertising presence on podcasts will increase steadily. But the challenge for the future will be maintaining the integrity of the podcast content and respect for the audience while also serving the interests of the advertisers in reaching potentially promising audiences.

524 The Determinants of Email Receivers' Disseminating Behaviors on the Internet

HUNG-CHANG CHIU, YI-CHING HSIEH, YA-HUI KAO, and MONLE LEE

- A successful viral marketing campaign can be analyzed by the factors of message source (who), message contents (says what), receiver characteristics (to whom), and message transmission channel (in what channel).

- Message recipients who receive emails from close interpersonal sources are more willing to forward them than messages from unfamiliar interpersonal or commercial sources.

- Recipients who receive more utilitarian or more hedonic messages are more willing to forward them.

- People who score high on extraversion and openness and low on conscientiousness traits are more willing to forward a marketing message to others.

- Those who access the internet via a broadband connection are more willing to forward the message than are those who use dial-up modems.