

16 The Value of Listening: Heeding the Call of the Snuggie

DAVID WIESENFELD, KRISTIN BUSH and RONJAN SIKDAR

- The emerging practice of listening online allows marketers to observe naturally-occurring conversations between consumers about products, brands and companies.
- It's no surprise that a technique anchored in actual conversations captures context and emotion better than traditional methods.
- What is surprising is that listening can be essential to finding the real story.
- In such cases, it may be more correct to think of traditional "asking" methods as a complement to listening.
- The bottom line: both "listening" and "asking" techniques are required to develop an accurate, robust understanding of the marketplace.

21 The Power of Atlas: Why In-Store Shopping Behavior Matters

JACOB SUHER and HERB SORENSEN

- The Atlas tool provides an accurate picture of how competitors' stores have performed with various category configurations.
- Sales cannot occur in excess of the number of shoppers reached. High margin products should get the greatest reach, which Atlas accurately reports for any center-of-store configuration.
- It is not necessary to conduct costly studies involving movement of categories around stores, the results can be reasonably determined based on actual results of such movements in other stores.
- The Atlas tool conveniently reports on the sales and margin results of varying sizes of displays—providing more space to any category, while eroding the space of adjacent categories.
- Although viewers do not remember that they saw a brand in a program or movie, they do show more positive brand evaluations and more preference for the placed brand than viewers who did not see the brand placement.

30 Putting Listening to Work: The Essentials of Listening

STEPHEN D. RAPPAPORT

- Listening aims to bring a deep understanding of peoples' lives into the brand by analyzing offline and online conversations, behavioral trends and signals, such as biometrics. It is concerned with all that people say, do and feel.
- An emerging discipline, listening helps brands achieve a spectrum of marketing objectives, such as discovering new customers, new product development and innovation, and driving brand growth. Listening contributes new techniques for conducting many types of research, such as identifying consumer trends, problem detection, concept testing, and message development.
- Listening embraces numerous methods for research design, data collection and analysis. Grouped into four major categories: search and monitoring, text analysis, private communities and consulting solutions, they should be carefully and thoroughly evaluated and selected in light of business requirements. Listening is often used in conjunction with traditional "asking" research. The two approaches complement each other.

- Listening research needs to be rigorously conducted and transparent. In addition to quality issues, analysts need to know *when* information is important, *why* it is important and *how* to act on it. Observations and facts are not leverage-able insights.
- Brands sometimes face challenges in listening well and acting on listening insights. Listening selectively, not listening continuously, and not having the right organizational relationships in place can reduce listening's contribution to brand strategy and tactics.

42 Can Old Media Enhance New Media?

How Traditional Advertising Pays off for an Online Social Network

MARKUS PFEIFFER and MARKUS ZINNBAUER

- Pure play Internet companies like social networks typically spend large parts of their budget on marketing communications to create awareness for their brand in different media.
- The actual value of online vs. offline advertising often remains unclear, and display advertising is usually favored based on a simple cost evaluation.
- A comprehensive mix modelling approach is presented and shows the effect of classic print and TV advertising vs. display ads and search engine marketing (SEM).
- Spillovers between online and offline branding activities are also evaluated and show the strong impact of TV, and also carry-over effects between brands in one category.
- External factors that influence the actual Internet usage behavior are shown to have an impact and should be evaluated in communications planning.

50 Financial Markets and Marketing:

The Tradeoff between R&D and Advertising during an Economic Downturn

SURINDER TIKOO and AHMED EBRAHIM

- During an economic downturn, firms reconsider discretionary expenditures.
- Advertising and R&D compete for limited discretionary expenditure dollars.
- Investors respond more favorably to the earnings of firms that increase advertising expenditures and decrease R&D expenditures than firms that do the opposite.
- Firms should increase and not decrease their advertising expenditures during an economic downturn.

57 Changes in Social Values in the United States: 1976–2007:

“Self-Respect” Is on the Upswing as “A Sense of Belonging” Becomes Less Important

EDA GUREL-ATAY, GUANG-XIN XIE, JOHNNY CHEN and LYNN RICHARD KAHLE

- Ads that show a link between a product and a segment's most important value tend to be more effective.
- Values in the US have changed over the past generation.
- Self-respect is even more important for all segments (except grade school graduates).
- Interpersonal values that have an internal motivation to fulfill with others (i.e., fun-enjoyment-excitement and warm-relationship with others) have gained importance.
- The importance of security has decreased for almost all demographic groups.

- The importance of excess values (i.e., values people have already attained) has increased, but the importance of deficit values (i.e., values that have been endorsed to obtain something that is lacking) has decreased.

68 Cost Per Second: The Relative Effectiveness of 15- and 30-Second Television Advertisements

KATE NEWSTEAD and JENNI ROMANIUK

- Despite being half the length, 15-second advertisements were on average 80 percent as remembered and 80 percent as liked as 30-second advertisements.
- A well-executed 15-second commercial delivers brand information equally as effectively as a 30-second commercial.
- In particular 15-second advertisements were more likely to brand early and visually present the brand more often, and less likely to leave large unbranded gaps within the advertisement. In contrast more 30-second advertisements were only branded in the last third of the advertisement.
- This means that if you buy 15-second spots at less than 80 percent of a 30-second equivalent, and execute the branding well, you can make more efficient use of your media budget without sacrificing effectiveness.

77 Art for the Sake of the Corporation: Audi, BMW Group, DaimlerChrysler, Montblanc, Siemens, and Volkswagen Help Explore the Effect of Sponsorship on Corporate Reputations

MANFRED SCHWAIGER, MARKO SARSTEDT and CHARLES R. TAYLOR

- Publicity associated with the sponsorship of a “high-brow” cultural event leads to improved corporate reputation.
- Specifically, the activities contribute to enhancing a company’s perceived likeability, whereas they do not significantly alter assessment of its corporate performance.
- Cultural sponsoring activities are well-suited for enhancing the perception of a company’s social performance and can likewise strengthen its position in the process of staff recruiting.
- Sponsors of cultural arts events should make efforts to make sure that the sponsorship is publicized to consumers over a period of time by engaging in annual or ongoing events as opposed to “one-shot” events where publicity would likely be limited to a shorter time period.

91 What’s Up? Exploring Upper and Lower Visual Field Advertising Effects

KENDALL GOODRICH

- Online experiment tests advertising effects for upper and lower ad positions on a Web page.
- Prior behavioral/vision research suggests higher attention to objects in lower visual field.
- Lower ad placement significantly increases attention to ad, supporting prior visual research.
- Inverse relationship between ad attention and brand attitude, supporting mere exposure theory.
- Ad format (rectangle ad or leaderboard) has significant effect on attention, aided recall and brand attitude.
- Ads should be developed with specific goals in mind, because ad stimuli can affect outcomes in different ways.