PAUL J. LAVRAKAS, SHERRILL MANE, and JOE LASZLO

- The IAB commissioned a study to evaluate the reliability and validity of the predominant research methods used to assess the effectiveness of internet advertising so that the industry could be more informed about the value of these studies.

- The evaluation concluded that the reliability and validity of almost all of these studies is uncertain because of:

  — an almost exclusive use of quasi-experimental designs with non-equivalent comparisons groups,

  — extremely low response rates that likely lead to non-ignorable nonresponse bias, and

  — weighting methods that have not been shown to actually "fix" the problems they strive to address.

- The current state of uncertainty is due primarily to the failure of the advertising industry to be willing to fund research methods that are known to have strong internal validity and external validity.

- It is strongly recommended that the industry fund a series of methodological studies to close these critical knowledge gaps.

ETIENNE BRESSOUD, JEAN-MARC LEHU, and CRISTEL ANTONIA RUSSELL

- Overall, few placements are recalled on the day after viewing: each placement in the 11 studied movies was on average recalled by only 4.4% of the 3,532 viewers surveyed the day after watching the movie.

- Viewing conditions are the most important drivers of placement recall: viewing the film on a large screen and previous exposure had the largest impact on recall. The large screen effect also boosts the impact of the screen surface of the placement.

- Verbally mentioning the brand is the placement characteristic of greatest impact on recall.

- Multiple simultaneous placements have a double-jeopardy effect on recall: they reduce the recall of individual placements *and* eliminate the otherwise positive impact of other placement characteristics (plot integration and auditory mention).

- Recall is better for placements that appear earlier in a movie.

Management Slant

- Online display can be used to reach a broad audience or to target consumers demographically and/or behaviorally. Marketers should leverage the Internet and online media to maintain brand awareness, engage consumers, and create demand.

428 Survey-Based Targeting Fine-Tunes Television Media Planning: A case for Accuracy and Cost Efficiency

J. ALEXANDER SMITH, BRETT BOYLE, and HUGH M CANNON

- This research examines the use of single-source, survey-based targeting data from such sources as SMRB or MRI to complement ratings data from traditional television media-planning sources.

- Competitive pressures and expanding media choices are increasing the need for media selection efficiency. With the advent of integrated marketing communications and the increase in the number of highly targeted media, properly evaluating media requires some kind of integration among data sets.

- By combining the economies and breadth of coverage achieved by modern survey-based single-source data with the timeliness and accuracy of conventional media data, media planners can reap the benefits of both. Rating services and media planners should be able to accurately and economically estimate target rating points (TRPs), taking advantage of both double- and single-source data. The critical assumption is that the product-media selectivity indices derived from survey-based single-source data sources (SMRB and MRI, to name two) are stable both over time and across markets.

- To test the assumption of product/media-usage data stability, the authors conducted a two-stage analysis, considering differences between SIs across time (stage 1) and across regions (stage 2). In both analyses, the correlations were significant in every case.

440 Does Doing Good Do Good?: How Pro Bono Work May Benefit Advertising Agencies

DAVID S. WALLER

- There appears to be a growing interest in the reporting of corporate social responsibility and pro bono activities by advertising agencies in annual reports and the industry literature, although not in the academic literature.

- Using grounded theory to observe discussion in the industry literature, the main advantages of pro bono work are civic responsibility; a creative opportunity; a tool for motivating staff; getting exposure; increasing the profile, image, reputation, and prestige; and attracting paying clients.

- Disadvantages or issues to be aware of include the management of a charity may not have good organization or marketing skills; dealing with pro bono client committees; achieving the client's objectives; jealousy from paying clients; and failure to provide any benefits.

- In deciding which organization to choose, it was suggested that the pro bono client be a worthy cause; fit the staff's interest; embrace no political parties or religious groups; avoid pitching for pro bono work; and avoid having too many of them.

Management Slant

450 Nostalgia Drives Donations: The Power of Charitable Appeals Based on Emotions and Intentions

JOHN B. FORD and ALTAF MERCHANT

- To attract needed new donors, charitable organizations must engage their current (and potential) givers with appeals that interest and involve them, and one way to accomplish this is through the triggering of important emotional constructs, e.g., personal nostalgia.

- Certain charitable organizations (for example schools, colleges, hospitals, public television, etc.) can benefit by using fund-raising appeals that evoke nostalgia.

- Charity managers, therefore, should conduct behavioral research to identify potentially effective nostalgic appeals and the memories they evoke.

- The person experiencing personal nostalgia remembers things and events more positively than they actually were.

- The effect of a nostalgic appeal for charity on the consumer's emotions and intentions is likely to be affected by his/her proclivity to nostalgia.

- The use of nostalgic appeals can trigger stronger reactions and intentions if the consumer is low in nostalgia proclivity. These individuals can be reached effectively and affected positively.

- Charitable organizations can benefit by using nostalgic appeals in their fund-raising communications to evoke personal nostalgia and create donation intentions to the charity in question.

460 Can Public-Service Advertising Change Children's Nutrition Habits? The Impact of Relevance and Familiarity

MONALI HOTA, RUBEN CHUMPITAZ CÁCERES, and ANTOINE COUSIN

- Popular elements from child-oriented food advertising can be used in public service announcements (PSAs) about fruits to create higher personal relevance of the advertising message for children, which would aid in forming positive attitudes toward these PSAs.

- The formation of attitudes toward fruit PSAs can lead to more careful processing of the nutritional message with the formation of attitudes toward fruits and greater consistency between nutritional attitudes and behaviors.

- Governmental organizations promoting the cause of children's health and nutrition need to spend proportionate amounts of communication budgets in comparison to commercial and unhealthy food advertising to increase campaign familiarity among young children.

- Extending concepts from the field of advertising effectiveness into the arena of PSAs, by testing a model for the effectiveness of children-targeted PSAs about fruit, finally has implications for the development of PSAs covering a variety of areas ranging from road safety to health and nutrition.