

461 Excellence at the Intersection of Marketing Art and Science: The Best-in-show Winners of the 2011 David Ogilvy Award Winners

- Featuring the three top winning case studies of the 2011 ARF David Ogilvy Awards for Research Excellence.
- The Grand Ogilvy Award was won by Domino's Pizza for its "Pizza Turnaround" campaign. The ARF Grand Ogilvy Award is given to the campaign demonstrating the most successful use of research in the creation of superior advertising that achieves a critical business objective. Instead of running from criticism of the product, Domino's listened, responded, and created a better pizza to outstanding business results.
- The United States Census Bureau won the Research Achievement Award for its campaign to mobilize the entire United States to complete the US Census over a four-week period in 2010.
- Kimberly-Clark received the Research Innovation Award for its "Break the Cycle" campaign for its Kotex brand, which leveraged key digital and social media channels to reinvent the Kotex brand for a new, younger generation of women.

477 Making the Case for Enhanced Advertising Ethics: How a New Way of Thinking About Advertising Ethics May Build Consumer Trust

WALLY SNYDER

- The essence of advertising is to build consumer trust in the company and its brands, yet many consumers state that they do not trust advertising much of the time.
- The companies that practice enhanced advertising ethics will better achieve enhanced brand loyalty and trust.
- Consumers are now fully in control of the commercial information they want and use and they share online the ethical ads they like, as well as those that they dislike.
- Particular care should be given in the key areas where consumers express ethical concerns.
- There should always be the expectation—from the top down—that advertising ethics will be considered proactively by the ad professionals and that they will be given permission to express their concerns.
- We need a new way of thinking about advertising ethics—not just that I tell my employees to be ethical—but that I will enable my professionals to practice the highest advertising ethics to build the highest brand loyalty and company value.

484 Stop Playing with Your Food: A Comparison of For-Profit and Non-Profit Food-Related Advergames

VINCENT CICCHIRILLO and JHIH-SYUAN LIN

- Marketers and organizations need to be highly aware of the public's concern over target marketing toward children, especially via interactive games.
- Non-profit advergimes were more likely to try to teach users about health and nutrition than for-profit advergimes that promoted food products or brands.
- Non-profit advergimes were more likely to provide feedback to players during game play exposures, whereas for-profit advergimes were more likely to use punishments when goals or objectives were not met for game play.
- For-profit advergimes were more likely to use action and role-playing games, while non-profit advergimes were more likely to use quiz and word games.

499 The Ethics of Celebrity–Athlete Endorsement: What Happens When a Star Steps Out of Bounds?

FELICIA M. MILLER and GENE R. LACZNAK

- An athlete's off-the-field behavior can undermine the sponsoring firm's corporate values.
- A firm's decision to retain or dismiss a tainted endorser should be driven by ethical, as well as financial, considerations.
- Virtue ethics offers a time-tested framework for evaluating potential endorsers.
- A firm that aspires to a virtue ethics standard in its advertising practice should 1) identify the key virtues that embody its philosophy, 2) operationalize them in its marketing strategy and tactics, and 3) monitor the consistent use of these core values.

511 Online Privacy Trustmarks: Enhancing the Perceived Ethics of Digital Advertising

ANDREA J. S. STANALAND, MAY O. LWIN, and ANTHONY D. MIYAZAKI

- Privacy trustmarks can influence consumer perceptions of advertiser ethics and privacy concerns for certain market segments.
- Trustmarks provide a concise way for advertisers to communicate their commitment to consumer privacy in a way that is recognized and rewarded by customers, particularly those customers who are skeptical of advertiser ethics.
- Participation in privacy trustmark programs has the potential to result in higher perceptions of advertiser ethics and trust, lower advertiser-focused privacy concerns, and higher intentions to patronize the advertiser and recommend it to others.

- Any participation should be made apparent to web surfers who come across the web page by having a prominently noticeable privacy trustmark.
- The use of segmentation efforts to understand which visitors to an advertiser's website are more or less favorable toward advertising and more or less desirous of privacy would be useful in knowing to which consumers the prominent presentation of privacy trustmarks is most pertinent.

524 Using Adolescent eHealth Literacy to Weigh Trust in Commercial Web Sites: The More Children Know, the Tougher They Are to Persuade

THOMAS HOVE, HYE-JIN PAEK, and THOMAS ISAACSON

- eHealth literacy refers to the skills of finding, evaluating, and applying health information from electronic sources and using it to solve a health problem.
- Training in eHealth literacy might increase adolescents' distrust of commercial websites as a source of health information.
- After three training sessions, adolescents were found to judge commercial and brand websites as the least reliable and trustworthy sources of health information.
- Such judgments are more likely to increase as adolescents' eHealth literacy improves.
- To combat growing perceptions that advertising misinforms about health and aggravates health problems, advertisers should support and play prominent roles in socially responsible practices such as health education and media literacy initiatives.

538 Advertiser Pressure and the Personal Ethical Norms of Newspaper Editors and Ad Directors

GERGELY NYILASY and LEONARD N. REID

- Advertiser pressure is widespread in newspapers; however, despite economic threats to withdraw advertising, the extent and frequency of advertisers succeeding with their influence attempts is relatively low.
- Smaller newspapers do not differ much from larger ones with regards to advertiser pressure.
- Ad directors are more permissive in their personal ethical norms for handling advertiser pressure than editors.
- Employees of small newspapers are not much more permissive in their personal ethical norms than those of large papers.
- The amount of economic pressure a newspaper received (but not other forms of pressure such as influence attempts and acquiescence) is positively correlated with the permissiveness of media workers' personal ethical norms.