

JOURNAL OF Advertising Research

December 2013 Volume 53, No.4

CONTENTS

EDITOR'S LETTER	What We Know About New Mixes in Media Marketing Geoffrey Precourt	356
	Short Cuts	358
LESSONS	Please Pass the Bacon: A Tribute to Erwin Ephron Gale Metzger	359
SPEAKER'S BOX	Partnering for Growth in Emerging Markets: Why Advertising Agencies Need to Lead, Not Follow C. Samuel Craig	361
RESEARCH QUALITY	The Interaction of Sampling and Weighting in Producing a Representative Sample Online: An Excerpt from the ARF's "Foundations of Quality 2" Initiative John Bremer	363
NUMBERS, PLEASE	Big Data: Friend or Foe of Digital Advertising? Five Ways Marketers Should Use Digital Big Data to Their Advantage Gian Fulgoni	372
ARTICLES	More than Just "Snap, Crackle, and Pop" "Draw, Write, and Tell": An Innovative Research Method with Young Children Robert J. Angell and Catherine Angell	377
	Matching Product Attributes to Celebrities Who Reinforce the Brand: An Innovative Algorithmic Selection Model Moti Zwilling and Gila E. Fruchter	391
	Dance to the Music! How Musical Genres in Advertisements Can Sway Perceptions of Image Steve Oakes and Adrian North	411
<hr/>		
FEATURE: WHAT WE KNOW ABOUT NEW MIXES IN MEDIA MARKETING		
	Leveraging Synergy and Emotion in a Multi-Platform World: A Neuroscience-Informed Model of Engagement Audrey Steele, Devra Jacobs, Caleb Siefert, Randall Rule, Brian Levine, and Carl D. Marci	417
	Effects of Multi-Channel Marketing on Consumers' Online Search Behavior: The Power of Multiple Points of Connection Michel Laroche, Isar Kiani, Nectarios Economakis, and Marie-Odile Richard	431
	Unlocking the "Reminder" Potential When Viewers Pause Programs: Results from a Laboratory Test of a New Online Medium Larry Neale, Steven Bellman, Shiree Treleven-Hassard, Jennifer A. Robinson, and Duane Varan	444
	What Factors Affect Consumer Acceptance of In-Game Advertisements? Click "Like" to Manage Digital Content for Players Gina A. Tran and David Strutton	455