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LESSONS

● Resisting the Siren Call Of Trendy Metrics

Facebook Marketing Science chief urges brands to get data-literate. B. Smallwood P126

SPEAKER'S BOX

● Sponsorship and Bilateral Image Transfer

Hidden factors that affect outcomes. G. Prendergast, Hong Kong Baptist University; A. Paliwal, Prosperity Investments Worldwide; M. Mazodier, Ehrenberg-Bass Institute P132

VIEWPOINT

● The Personal Data Tsunami

Ex-Unilever data expert calls for a "moments"-based approach to marketing. S. O'Neal, SO-Analytics P136

BOOK MARK

● The "Beyond Advertising" Paradigm

Creating value through all touchpoints; an adapted excerpt by The Wharton School's Y. Wind and C. Hays. P142

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● A Practical Roadmap For Brand Marketing

M. Simon, F. van den Driest, T. Wilms, Kantar Vermeer P159

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● Assessing Ad-Spend Patterns To Predict Brand Health

A. Mirzaei, D. Gray, C. Baumann, Macquarie University; L. W. Johnson, Swinburne Business School P169



HOW NEUROLOGICAL MEASURES WORK IN ADVERTISING

How to Use Neuromasures to Make Better Advertising Decisions: Questions Practitioners Should Ask Vendors and Research Priorities for Scholars

Neuromarketing approaches are promising but not yet perfect. Cautioning buyers, Ehrenberg-Bass Institute's R. Kennedy and H. Northover call for empirical validation of neuro-tools and propose further research. P183

Decoding Neural Responses to Emotion in Television Commercials: An Integrative Study of Self-Reporting and fMRI Measures

F. Shen (Saint Joseph's University) and J. D. Morris (University of Florida) combine a visual self-reporting scale with functional magnetic resonance imaging to measure emotional response to television commercials. P193

Toward a Better Understanding of Advertising Stimuli Processing: Exploring the Link between Consumers' Eye-Fixation and Their Subconscious Responses

EEG and eye-tracking data results reveal ways peripheral information can enhance subconscious responses toward an entire DVD cover. M. Matukin (Neurohm, Poland); R. Ohme and C. Boshoff (Stellenbosch University) P205

EEG- Based Measures versus Panel Ratings: Predicting Social Media-Based Behavioral Response to Super Bowl Ads

Neuroengagement measures are more reliable than self-reporting metrics when assessing online response to powerful video content, as the emotional power of Super Bowl ads spurs a strong response in the brain. G. Deitz, M. B. Roynce, C. Huang, J. T. Coleman, M. C. Peasley (University of Memphis) P217



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