

# Journal of Advertising Research

## EDITORIAL TEAM

### EDITOR-IN-CHIEF

**John B. Ford**  
Old Dominion University

### EDITOR EMERITUS

**Geoffrey Precourt**  
WARC

### MANAGING EDITOR

**Nanette Burns**  
Advertising Research Foundation

### CONTRIBUTING EDITORS

**Douglas C. West**  
King's College London

**Lawrence M. Fisher**  
Consultant

### ASSOCIATE EDITORS

**Les Carlson**  
University of Nebraska

**Albert Caruana**  
University of Malta

**Micael Dahlen**  
Stockholm School of Economics

**Jean-Luc Herrmann**  
University of Lorraine

**Scott Koslow**  
Macquarie University

**Altaf Merchant**  
University of Washington Tacoma

**Magda Nenycz-Thiel**  
Ehrenberg-Bass Institute,  
University of South Australia

**Leyland Pitt**  
Simon Fraser University

**M. Kim Saxton**  
Kelley School of Business,  
Indiana University

## SENIOR ADVISORY BOARD

**Henry Assael**  
New York University

**Les Binet**  
adam&eveDDB

**William Cook**  
e-Strategic Advantage

**John Deighton**  
Harvard Business School

**Gian M. Fulgoni**  
comScore, Inc.

**Leonard Lodish**  
The Wharton School

**Scott C. McDonald**  
Advertising Research Foundation

**Joseph Plummer**  
Olson Zaltman Associates

**Jenni Romaniuk**  
Ehrenberg-Bass Institute,  
University of South Australia

**Kate Sirkin**  
Publicis Media

**Jack Wakshlag**  
Ehrenberg-Bass Institute,  
North American Advisory Board

**Douglas C. West**  
King's College London

**Yoram Wind**  
The Wharton School

**Russell Winer**  
New York University

**Gerald Zaltman**  
Harvard Business School and  
Olson Zaltman Associates

## EDITORIAL REVIEW BOARD

**Avery Abernethy**  
Auburn University

**Dean Adams**  
Merton Adams

**Christopher Bacon**  
Advertising Research Foundation

**Anjali Bal**  
Babson College

**Rajeev Batra**  
University of Michigan

**Virginia Beal**  
Ehrenberg-Bass Institute,  
University of South Australia

**Fred K. Beard**  
University of Oklahoma

**Enrique P. Becerra**  
Texas State University

**Steven Bellman**  
Ehrenberg-Bass Institute,  
University of South Australia

**Artie Bulgrin**  
MediaScience

**Jennifer Lee Burton**  
University of Tampa

**Peter Callius**  
Kantar Sifo

**Colin Campbell**  
University of San Diego

**Larry Chiagouris**  
Pace University

**Danielle Chmielewski-Raimondo**  
University of Melbourne

**George Christodoulides**  
Birkbeck, University of London

**Steve Coffey**  
The NPD Group, Inc.

**Frank Cotignola**  
News America

**C. Samuel Craig**  
New York University

**Esmeralda Crespo-Almendros**  
University of Granada

**Paul Donato**  
Advertising Research Foundation

**Stephen Drummond**  
Young and Rubicam

**Martin Eisend**  
European University Viadrina

**Jaafar El-Murad**  
University of Westminster

**Bayram Zafer Erdogan**  
Anadolu University

**Paul Farris**  
University of Virginia

**Margaret Faulkner**  
Ehrenberg-Bass Institute,  
University of South Australia

**Janet Gallent**  
NBC Universal

**Bruce Goerlich**  
Consumer Orbit

**Mike Hess**  
Hess Consulting

**Janet Hoek**  
University of Otago

**Rama K. Jayanti**  
Cleveland State University

**Jonathan Jensen**  
University of North Carolina  
at Chapel Hill

**Kiran Karande**  
Old Dominion University

**Rachel Kennedy**  
Ehrenberg-Bass Institute,  
University of South Australia

**Alexandra J. Kenyon**  
Leeds Metropolitan University

**Yeuseung Kim**  
Chung-Ang University

**Karen King**  
University of Georgia

**Colleen P. Kirk**  
New York Institute of Technology

**Deepak Kumar**  
LinkedIn

**Kathryn LaTour**  
Cornell University

**Yuping Liu-Thompkins**  
Old Dominion University

**Omar Mahmoud**  
UNICEF

**Marc Mazodier**  
Zayed University and  
Kedge Business School

**Michael McCarthy**  
Miami University

**Adam J. Mills**  
Loyola University New Orleans

**Francisco Montoro-Rios**  
University of Granada

**José-Domingo Mora**  
University of Massachusetts Dartmouth

**Paulo Mora-Avila**  
University of Worcester

**Caroline Moraes**  
Open University

**William T. Moran**  
Longman-Moran Analytics, Inc.

**Kathleen Mortimer**  
University of Northampton

**Elissa Moses**  
Ipsos

**Peter Neijens**  
University of Amsterdam

**Kate Newstead**  
Mondelez International

**Greg Nyilas**  
University of Melbourne

**Shintaro Okazaki**  
King's College London

**Katherine Page**  
Katherine Page Media Consulting

**Brandon L. Paris**  
Advance Auto Parts

**Kirk Plangger**  
King's College London

**Kathrynn Ponders**  
University of Texas at Austin

**Gerard Prendergast**  
Hong Kong Baptist University

**Melvin Prince**  
Southern Connecticut State University

**Lew Pringle**  
Mind/Matter

**Natalie Redford**  
PepsiCo UK

**Leonard Reid**  
University of Georgia

**Sara Rosengren**  
Stockholm School of Economics

**Herbert Rotfeld**  
Auburn University

**Marla Royné**  
University of Memphis

**Colleen Fahey Rush**  
Viacom Media Networks

**Gilles Santini**  
Vintco

**Angeline Close Scheinbaum**  
University of Texas at Austin

**Donald E. Sexton**  
Columbia Business School

**Abdel Shaltoni**  
Alfaisal University

**Byron Sharp**  
Ehrenberg-Bass Institute,  
University of South Australia

**Jaywant Singh**  
Kingston University London

**J. Walker Smith**  
Kantar Consulting

**Harlan E. Spotts**  
Western New England University

**David Stewart**  
Loyola Marymount University

**Stan Sthanunathan**  
Unilever

**Horst Stipp**  
Advertising Research Foundation

**Alice Sylvester**  
Sequent Partners

**Isabelle Szmigin**  
Birmingham Business School

**Leona Tam**  
Wollongong University

**Charles R. Taylor**  
Villanova University

**Duane Varan**  
MediaScience

**Andrea Vocino**  
Deakin University

**David Waller**  
University of Technology, Sydney

**Sam Wight**  
Jacobs Douwe Egberts

**Bradley Wilson**  
RMIT University

**Arch Woodside**  
Boston College and  
Curtin University

**Qingjiang Yao**  
Lamar University

**Lia Zarantonello**  
University of Roehampton