

Journal of Advertising Research

Articles

Accounting for Causality When Measuring Sales Lift from Television Advertising

Television Campaigns Are Shown to Be More Effective for Lighter Brand Users

Henry Assael, Masakazu Ishihara, and Baek Jung Kim

Updating the Foote, Cone & Belding Grid

Revisiting the Product Classifications of The FCB Grid for Online Shopping and Contemporary Consumers' Decision Making

Hyuk Jun Cheong and Yunjae Cheong

How Does Consumer Insight Support The Leap to a Creative Idea?

Inside the Creative Process: Shifting the Advertising Appeal from Functional to Emotional

John Parker, Scott Koslow, Lawrence Ang, and Alexander Tevi

Analyzing Price Premiums in International Sponsorship Exchange

What Drives Marketing Costs in Formula One Racing?

Jonathan A. Jensen, Joe B. Cobbs, Benjamin Albano, and B. David Tyler

How Cause Marketing Campaign Factors Affect Attitudes and Purchase Intention

Choosing the Right Mix of Product and Cause Types with Time Duration

Chun-Tuan Chang, Xing-Yu (Marcos) Chu, and I-Ting Tsai

Multimodal Perceptual Processing of Cues In Food Ads: Do You Smell What You See?

Visual-Induced Olfactory Imagery and Its Effects on Taste Perception and Food Consumption

Yamen Koubaa and Amira Eleuch

The Impact of Source Effects on the Evaluation of Music for Advertising

Are There Differences in How Advertising Professionals and Consumers Judge Music?

Manuel Anglada-Tort, Steve Keller, Jochen Steffens, and Daniel Müllensiefen

How a CEO's Personality, Performance, and Leadership Predict Advertising Credibility

Conceptualizing and Measuring CEO Brand Image

Daniela Andreini, Marc Fetscherin, and Lia Zarantonello