

Journal of Advertising Research

Articles

Why the Experiential View Is Vital to Marketing Communications Research Now

An Enhanced Framework for Examining The Effects of Contemporary Marketing

Jean-Luc Herrmann and John B. Ford

Disruptive versus Nondisruptive Advertising in Online Streaming Video Services

How Does Ad Placement Affect Consumer Perceptions and Ad Effectiveness?

Katheryn R. Christy, Ranran Z. Mi, Ran Tao, and Linqi Lu

A Comparison of Social Media Influencers' KPI Patterns across Platforms

Exploring Differences in Followers And Engagement on Facebook, Instagram, YouTube, TikTok, and Twitter

Naser Pourazad, Lara Stocchi, and Shreya Narsey

The Advertisement Puts Me Down, But I Like It

Examining an Emerging Type Of Audience-Targeted Negative Advertisement

Hongjie Sun, Yong (Eddie) Luo, Feifei Liu, and Ben Lowe

When Brands Go Dark: A Replication and Extension

Examining Market Share of Brands That Stop Advertising for a Year Or Longer

Peilin Phua, Nicole Hartnett, Virginia Beal, Giang Trinh, and Rachel Kennedy

The Stories You Tell

Crafting Managerially Relevant Articles Based on Qualitative Research

Melissa Archpru Akaka and Hope Jensen Schau