

## What works in advertising? What doesn't? How do we know?

*“The digital revolution is radically reshaping the advertising world by changing how consumers interact with media and advertising. Marketers are confronted with a staggering range of new advertising options. Choosing media and deciding how best to advertise is more complicated than ever. Now is the time to take stock of what we know and don’t know about advertising.”*

Dr. Jerry Wind, The Lauder Professor, The Wharton School  
Director, SEI Center for Advanced Studies in Management

In June 2009, a landmark issue of the *Journal of Advertising Research* will showcase 23 papers on what is currently known about advertising.

Guest Edited by Dr. Wind and Dr. Byron Sharp, Director Ehrenberg-Bass Institute, this valuable collection of knowledge will help marketers navigate the tremendous changes in the advertising environment and enable them to better predict the future through a deeper understanding of what has been proven about advertising. The findings cover fundamental areas of marketing activity such as **ROI measurement**, **360 degree media planning**, the **value of TV** and **creative execution** – and also new actionable insights on what to do in recessionary times and the **impact of DVRs**.

Each paper documents the evidence for **empirical generalizations** (*substantive findings that have been evaluated to advance the application of marketing knowledge*). These include:

- Even with no clicks or minimal clicks, online display advertisements can **generate substantial lift in site visitation**, trademark search queries, and lift in both online and offline sales.
- In-store digital signage featuring “newsworthy” information (new items, seasonal offers, promotions) has a markedly **favorable impact on sales**. This effect is stronger for hedonic (food and entertainment) products.
- Despite increase in TV channels and fragmentation of audience, **TV appears to retain its perceived clout** among target audiences in Asia, Europe and North America and holds across recent years. While the influence of digital media has grown, it has not caused a corresponding decrease in TV influence.
- **Fast-forwarding TV commercials** results in little difference in advertising recall and likeability.
- The **total long-term sales effect** of advertising depends [positively] on the size of the initial effect and [negatively] on competitive advertising. An advertising exposure typically has a half-life of three to four weeks.

Based on papers presented at the **Empirical Generalizations in Advertising Conference** (Wharton School, December 2008) the 23 papers inside this issue of JAR provide benchmarks, predictions and valuable insights that can help advertisers and agencies improve the effectiveness of their marketing.

# What We Know About Advertising: Lessons from Empirical Generalizations

Guest Editors: Yoram (Jerry) Wind & Byron Sharp

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## WHAT IS JAR?

Published by the Advertising Research Foundation, the *Journal of Advertising Research* (JAR) is the research and development vehicle for professionals and academics in all areas of marketing. This special issue of JAR reflects the journal's mission to act as a bridge between marketing science and practice. Learn more at [www.journalofadvertisingresearch.com](http://www.journalofadvertisingresearch.com).

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