

Hot Topics in Advertising Research in 2020

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Conference (Korean Marketing Association)



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Environmental Forces Changing the Way Advertising Operates

1) Competitive and Economic Environment

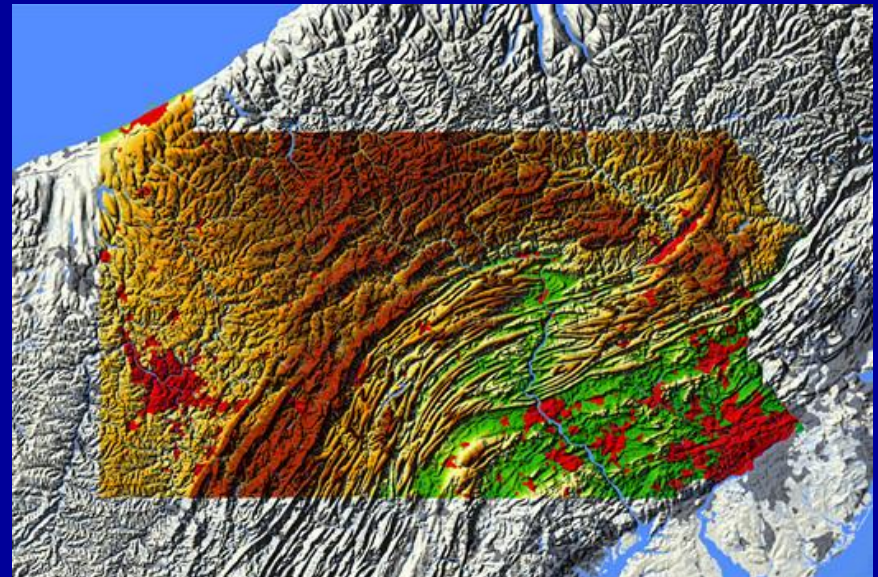
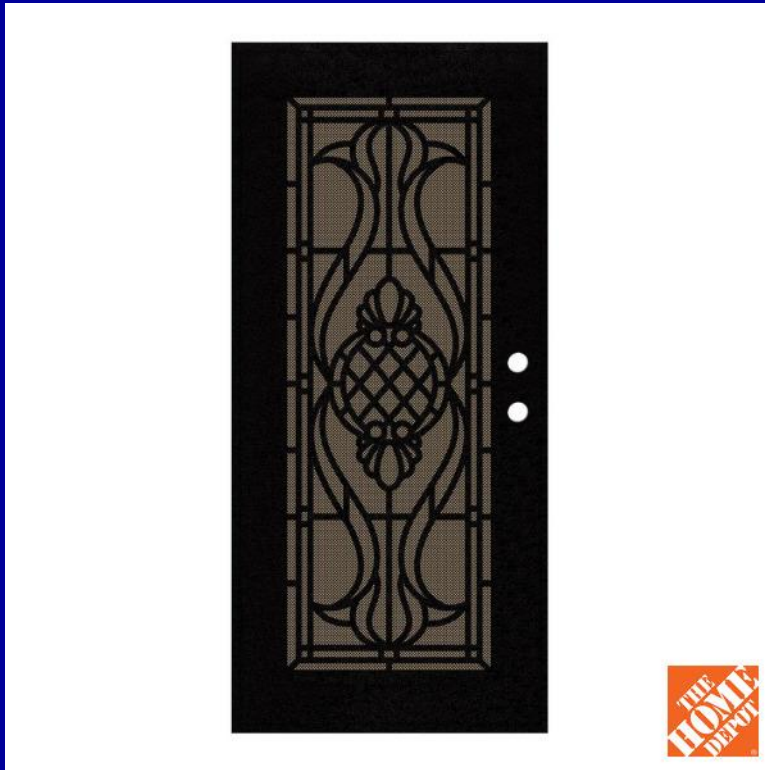
- Proliferation of Media and Clutter
- Pressure to Demonstrate ROI to Justify Advertising Concerns (downstream measures more important)
- Global Economic Growth and Luxury Good Marketing (pre-COVID— post impact remains to be seen....)

Proliferation of media and clutter

- Clutter intensifying; harder to stand out – driving innovations— microtargeting/ customized communications, native advertising, influencer marketing
- Renewed emphasis on product placement, advergames, sponsorship... anything to stand out



Customized Communication



Virtual Sponsorship During COVID

- Chase Bank's U.S. Tennis Open Sponsorship



Chase's "Virtual Experience"

- Because they cannot have on-site tents at Forest Hills, they took the experience virtual
- Offer virtual concerts, "warm up" shows previews and "exclusive events with stars such as Serena Williams and Khalid
- Sweepstakes for prizes such as hats and snacks from firms they sponsor

Lessons From Chase's "Virtual Experience"

- Experiential aspect can still generate excitement
- Can reach larger audience
- Opportunity to offer exclusives that really matter to cardholders
- "Fit" of sponsorship can generate goodwill



2) Technological Environment

- The Rise of the Internet and Digital Media
- “Big Data” and Data Management Platforms/Customized Communication
- Social Media and Electronic Word of Mouth
- Influencer Marketing
- Artificial Intelligence



Research Needs for Digital Advertising

- General factors driving internet advertising effectiveness
- Special characteristics of ads received on mobile devices
- Multi-tasking and its impact on ad effectiveness (2 screens)



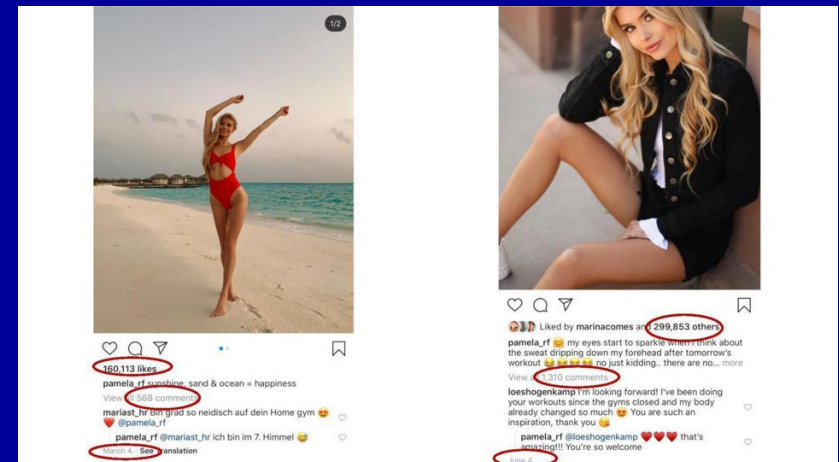
Research Needs for Social Media and eWOM

- Virality/ applications of network theory to brand advocates/social influencers
- Measures, and factors associated with social media marketing effectiveness (likes, followers not necessarily great indicators)
- Big data interaction with social media ad effectiveness



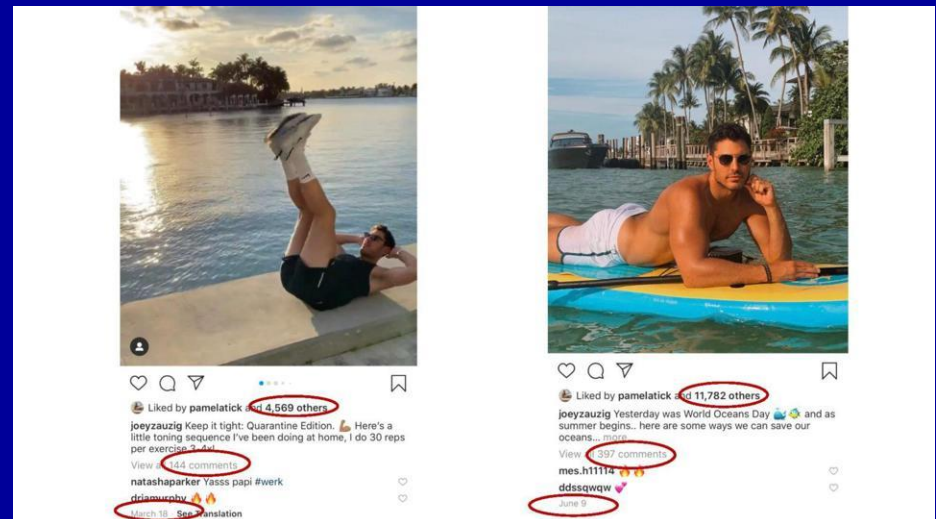
Influencer Marketing

- Research suggests growth during COVID pandemic social media usage and is up and engagement is way up
- Prices have risen but slower than views and engagement –potentially good CPM buy
- Macroinfluencers offer huge audiences (Rinaldo, Kylie Jenner)
- Microinfluencers offer narrower targeting



Influencer Marketing (problems to be overcome)

- “fake followers” - difficult to verify audience
 - saturation in the form of an influencer sponsoring too many brands
 - regulatory issues pertaining to its covert nature
- Clearly more research needed on pros and cons!



Artificial Intelligence Considerations

- Main current use is to tailor ad version to user data.
“From 4 versions of an online ad to 64” based on where they visited or user data
- Kleenex campaign during NCAA March Madness -
Used AI to find scenes where basketball players hugged, kissed and cried. They sold Kleenex the rights to serve their video ads adjacent to these actions
- Can be especially useful for multi-taskers
- Facial recognition applications in their infancy



3) Legal/Regulatory Environment

- Privacy Regulation (e.g., GDPR and CCPA)
- Nutritional Labeling Laws and Warning Labels
- Sustainability and Green Advertising
- Native advertising (level of perception, needed regulation, and effectiveness)

Privacy Issues

- Are traditional data management platforms dead? If so, what hybrids or alternatives can work?
- Behavioral clustering
- Pay consumers to watch ads?
- COVID may be reducing public concern over privacy



Sustainability/ Green Advertising Research Needs

- Trends in green advertising (number, claim type)
- Factors associated with effectiveness
- Impact of pandemic on environmental advertising

4) Consumer/Social Environment

- Privacy Attitudes
- Importance of CSR Programs
- Diversity in Advertising
- COVID-19 Responses

Corporate Social Responsibility

- Young consumers (Millennials/Gen Z) say it matters to them; Business Roundtable statement
- Research on factors related to effectiveness of CSR advertising needed
- Authenticity— how much does it matter?



Some COVID-19 Impacts on Marketers

- Opportunity for innovative engagement on social media (virtual wine tasting, workouts, concerts)
- “Homefluencers” – have had to be innovative to retain audiences (e.g., cocktail dress no longer for a night out.. Virtual happy hour)
- Simple messages about CSR seem to be effective

Some COVID-19 Impacts on Marketers

- Those industries gaining sales (grocery, alcohol, need special focus on social responsibility– e.g., Diageo program for bartenders
- Need to embrace technologies such as videoconferencing and contactless payment
- Dealing with uncertainty in highly affected industries (e.g., travel – consumers need assurance)

Check Out My Column at Forbes.Com

<https://www.forbes.com/sites/charlesrtaylor/#76d779a33bef>



Forbes

International Journal of ADVERTISING

Editor

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IJA Overview

- Published eight times a year for the Advertising Association (U.K.) by Routledge/Taylor & Francis'
- Focus on issues of concern to practitioners, academics *and policy-makers* from a conceptual perspective
- SSCI listed – 2019 2-year Impact Factor = 3.6;
- “A” rated by ABDC; 1st Quartile Scopus
- Geographically diverse Editorial Team (Associate Editors and Editorial Review Board)



Some Key Points

- History of welcoming submissions of papers with data sets from many countries
- Not just “cross-cultural”
- One-country studies are appropriate for submission provided that they address an issue of general interest and not only of interest to one market
- Strong relationship with European Advertising Academy/ICORIA

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IJA Editorial Board

Advisory Board

- More than 150 members
- Representation from over 60 countries
- Because of increased volume of submissions, in need of additional reviewers

IJA Statistics

New Submissions (2019) 425
includes special issues

Acceptance Rate *10.8%

(About 17% for papers put into the full review process).

Upcoming Special Issue Topics

- **Corporate Social Responsibility** (Brittany Duff and Jameson Hayes) *Submissions closed.*
- **Future Trends in Influencer Advertising** (Liselot Hudders and Chen Lou) *Deadline: November 30, 2020.*
- **ICAMA/KMA/KAS (Coming up)**

Upcoming Special Issue Topics

- **Corporate Social Responsibility** (Brittany Duff and Jameson Hayes) *Submissions closed.*
- **New Directions in the Future of Advertising** (in conjunction with Global Marketing Conference at Seoul 2020; Sukki Yoon) *Deadline: May 29, 2020.*
- **Future Trends in Influencer Advertising** (Liselot Hudders and Chen Lou) *Deadline: November 30, 2020.*