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● A Sports-Marketing Model

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HOW EARNED MEDIA WORKS IN ADVERTISING

The Value of Earned Audiences—How Social Interactions Amplify TV Impact: What Programmers and Advertisers Can Gain from Earned Social Impressions

J. Nagy (FOX Broadcasting Co.) and A. Midha (Twitter) explore the value, as opposed to the volume, of the “earned audience”—users exposed to Tweets about television programs and their sponsors— on the Twitter platform, and discover an untapped potential for programmers and advertisers. *P448*

How Digital Conversations Reinforce Super Bowl Advertising: The Power of Earned Media Drives Television Engagement

Evidence from this study of social media interaction with Super Bowl related television advertisements shows that both media platforms work in tandem to enhance brand engagement. Pre-game advertising increases the brand-related conversation. H. E. Spotts (Western New England University), S. C. Purvis (G&R Cooperative, LLC), S. Patnaik (University of Maryland University College) **P454**

Agency-Generated Research of Consumer-Generated Content: The Risks, Best Practices, and Ethics

A Delphi panel of award-winning advertising professionals is surveyed for their views on the use of social-media engagement to test, track, and evaluate advertising campaigns, and how they identify related risks and ethical considerations. Risks include lack of control, masking of the truth, and failure to respond. S. Dickinson-DelaPorte (Curtin University School of Marketing, Perth, Australia) and G. Kerr (Queensland University of Technology School of Advertising, Marketing and Public Relations, Brisbane, Australia) *P469*



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