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- Social media brand impressions are analogous to ad impressions and can be quantified using familiar metrics such as reach and frequency, and analyzed according to the demographics and behaviors of the audiences reached by these impressions.

- Once brands understand who they are reaching and how often, they can begin to assess the value of their fans and friends of fans. In some cases, they can even quantify the ROI of their social media investment by evaluating behaviors of those exposed to brand impressions, such as online engagement or purchase behavior.

- By focusing on measuring the reach of their branded content among various constituencies, brands can more effectively understand and optimize the way in which they leverage their presence on Facebook and realize significant untapped benefits by reaching friends of fans.

53 Memo to Marketers: Quantitative Evidence for Change—How User-Generated Content Really Affects Brands

GEORGE CHRISTODOULIDES, COLIN JEVONS, and JENNIFER BONHOMME

- This is the first study to show the direct influence of UGC involvement on brand equity.

- UGC has a direct and positive impact on customer-based brand equity, particularly when driven by congruence with a consumer's self-concept, development of a brand community, and consumer perceptions of co-creation.

- The stronger a brand's equity, the stronger the positive effect on these drivers, so UGC and brand equity can grow symbiotically together.

- Brand managers in digital marketing communications should incorporate this understanding of UGC in their strategic planning. UGC for the sake of it is not enough: an understanding of how it works is needed to avoid negative effects.

- This adds further weight to the argument that a strict, top-down supervisory brand strategy should be replaced with a more participative and interactive one; brands are not controlled by their owners.

65 The Flipside of the Sponsorship Coin: Do You Still Buy the Beer When the Brewer Underwrites a Rival Team?

LARS BERGKVIST

- Sponsorships are generally assumed to have positive effects on the brand.

- This study found that sponsorship of a football team has negative brand effects among the fans of a rival team.

- Managers should consider sub-segments when evaluating sponsorship options and include attitude toward the sponsored object in addition to fit in their evaluations.

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- The content analysis suggests that the majority of QR codes were linked to loyalty programs, although most of the sample codes offered no direct incentive and led to a corporate Web site, brand Web sites, or other types of publicity. Twenty-nine percent of QR codes required some kind of registration by asking for personal information.

- In the focus group, many participants responded that QR code is a convenient way to access the information at any place at any time. Contrary to the authors' expectations, the favorite place to access QR codes was at home, rather than in a train or on the streets.

- The general consumer survey indicates that trust associated with QR code is generally high, while privacy concerns and transaction risk would depend on the locations where consumers access and retrieve the code.

- Even with huge growth in online advertising, print media continues to attract a significant amount of advertising spend.

- At the same time, the sheer amount of advertising that consumers are exposed to demands innovations in order to garner attention.

- Academic research has testified to the positive impact of print advertising but has yet to examine the effect of premium print advertising—a relatively new innovation.

- Our study—using a sample of general consumers—finds support for significant and robust effects of premium printing techniques on a host of advertising response variables including word of mouth and willingness to pay.

- The falling costs associated with premium print, combined with our results, suggest a renewed interest in "old" media may be warranted.

- Handbills are commonly distributed in high pedestrian districts around the world. Invoking theories related to source credibility and medium credibility, a survey in Hong Kong highlighted the interrelationships among distributor credibility, handbill credibility, environmental concerns, and handbill acceptance.

- Results indicated that distributor credibility positively predicts handbill acceptance. The credibility of the handbill itself mediates this relationship between distributor credibility and handbill acceptance. The relationship between handbill credibility and handbill acceptance was more pronounced for those who were less concerned with the environment.

- Marketers advertising through handbills cannot ignore the credibility of the people they hire to distribute them. They cannot ignore the credibility of the handbills themselves either. And, it may be worthwhile to consider the environmental friendliness of handbills in order to promote their acceptance.