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**Challenges the Internet
Brings to the
Agency-Advertiser
Relationship**

**English in Dutch
Commercials:
Not Understood and
Not Appreciated**

**Segmentation Based
on Affinity for Advertising**

**Media Research Note:
Fewer Is Better**

**The Problem
with Micro-Marketing**

**Methods and Measures
That Profile Heavy Users**

“Know

what you can do
with your
potatoes?!”



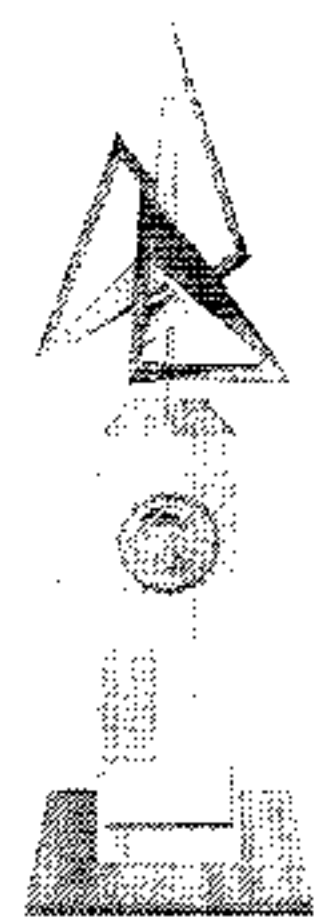
Now there's **Stove Top** OVEN CLASSICS with potatoes.

Roasted Garlic Mashed or Cheesy Au Gratin.

All you add is chicken. Five minutes to make, thirty to bake.

One-dish, oven-baked chicken dinners—their dinners—in minutes! No wonder they're miffed.

Sunday taste. Tuesday effort.



ARF Ogilvy 2000

Trophy Winner

