

KELTY LOGAN, Ph.D.

Department of Advertising, Public Relations and Media Design
College of Media, Communication and Information
University of Colorado Boulder
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kelty.logan@colorado.edu

EDUCATION

Ph.D., Advertising	The University of Texas at Austin, 2009
M.B.A., Marketing	Tulane University, 1978
B.A., History	University of California at Los Angeles, 1973

ACADEMIC EMPLOYMENT

Associate Professor College of Media, Communication and Information University of Colorado Boulder, Boulder, CO	2016 – present
Assistant Professor College of Media, Communication and Information University of Colorado Boulder, Boulder, CO	2009 – 2016
Instructor College of Communication The University of Texas at Austin, Austin, TX	2008

RESEARCH

Refereed Journal Articles

Bright, Laura F., and Kelty Logan (2019). “Is my Fear of Missing Out (FOMO) Causing Fatigue?” Advertising, Social Media Fatigue, and the Implications for Consumers and Brands. *Internet Research*, Vol. 28(5), pp. 1213 – 1227. Available online at: <https://www.emerald.com/insight/content/doi/10.1108/IntR-03-2017-0112/full/html>

Logan, Kelty, Laura Bright, and Stacy Landreth Grau (2018), “Unfriend Me, Please!” Social Media Fatigue and the Theory of Rational Choice,” *Journal of Marketing Theory and Practice* 26 (4), 357-367. Available online at: <https://www.tandfonline.com/doi/full/10.1080/10696679.2018.1488219?scroll=top&need>

[Access=true](#)

- Logan, Kelty (2017), "Attitudes towards In-App Advertising: A Uses and Gratifications Perspective," *International Journal of Mobile Communications*, 15 (1), 26-48. Abstract available online at: <https://www.inderscienceonline.com/doi/abs/10.1504/IJMC.2017.080575>
- Logan, Kelty (2016), "Follow the Leader: Understanding Young Adults' Intentions to Follow Brands on Facebook," *International Journal of Internet Marketing and Advertising*, 10 (3), 152-170. Abstract available online at <http://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijima>
- Logan, Kelty (2014), "Why Isn't Everyone Doing It? A Comparison of Antecedents to the Intentions to Follow Brands on Twitter versus Facebook," *Journal of Interactive Advertising*, 14 (2), 60-72. Available online at <http://www.tandfonline.com/doi/full/10.1080/15252019.2014.935536#.VEQtSxaEyhQ>
- Logan, Kelty and Laura Bright (2014), "Deal Me In! Assessing Consumer Response to Daily-Deal Sites," *International Journal of Internet Marketing and Advertising*, 8 (3), 161-180. Available online at: <https://www.inderscienceonline.com/doi/abs/10.1504/IJIMA.2014.066842>
- Gangadharbatla, Harsha, Laura Bright, and Kelty Logan (2014), "Social Media and News Gathering: Tapping into the Millennial Mindset," *The Journal of Social Media in Society*, 3 (1) ISSN 2325-503x. Available online at: <http://thejsms.org/index.php/TSMRI/article/view/63>
- Logan, Kelty (2013), "And Now a Word from Our Sponsor: Do Consumers Perceive Advertising on Traditional Television and Online Streaming Video Differently?" *Journal of Marketing Communications*, 19 (4), 258-276. Available online at: <https://www.tandfonline.com/doi/full/10.1080/13527266.2011.631568>
- Logan, Kelty (2013), "Let's Make a Deal: The Exchange Value of Advertising," *International Journal of Integrated Marketing Communications*, 5 (1), 7 - 23. Available online at: https://www.academia.edu/13125951/Lets_Make_a_Deal_The_Exchange_Value_of_Advertising
- Logan, Kelty, Laura Bright, and Harsha Gangadharbatla (2012), "Facebook versus Television: Advertising Value Perceptions among Females," *Journal of Research in Interactive Marketing*, 6 (3), 164-179. Available at: <https://www.emerald.com/insight/content/doi/10.1108/17505931211274651/full/html?mobileUi=0&fullSc=1&mbSc=1>
- Logan, Kelty (2011), "Hulu.com or NBC? Streaming Video versus Tradition TV: A Study of an Industry in Its Infancy," *Journal of Advertising Research*, 51 (1), 276 – 287. Available online at: <http://www.journalofadvertisingresearch.com/content/51/1/276>

Refereed Book Chapter

Logan, Kelty (2016), "Streaming Television: Anytime, Anywhere," in [*The New Advertising: Branding, Content, and Consumer Relationships in the Data-driven Social Media Era.*](#), ed. R. Brown, V. K. Jones, B. M. Wang, Santa Barbara, CA: Praeger/ABC Clio, 237-259.

Encyclopedia Entry

Richards, Jef I., Terry Daugherty, and Kelty Logan (2009), "Advertising," in [*Encyclopedia of Journalism*](#), Vol. 1, ed. C.H. Sterling, Thousand Oaks, CA: Sage Publications, 19-25.

Referred Journal Articles in Revision

Bright, Laura F., Hayoung Sally Lim, and Kelty Logan (2021). "Should I Post or Ghost?": Examining How Privacy Concerns Impact Social Media Engagement in US Consumers. Submitted to the *Journal of Psychology and Marketing* special issue on "Psychology, Marketing, Digital Technologies, and Privacy," 1st round revisions due 2/17/21.

Refereed Journal Articles under Review

Logan, Kelty "Protecting the NRA Brand during a Time of Crisis: A Damage Control Strategy Informed by Social Identity Theory." Submit to *Journalism & Mass Communication Quarterly*.

Bright, Laura F., Kelty Logan, and Hayoung Sally Lim (2021). Social Media Fatigue and Privacy: An Exploration of Antecedents to Consumers' Concerns Regarding the Security of their Personal Information on Social Media Platforms. Submit to *Journal of Interactive Advertising*.

Logan, Kelty, Harsha Gangadharbatla, Laura F. Bright, and Chris Vardeman (2021). The Antecedents and Consequences of Social Media Burnout. Submit to *Behavior and Information Technology*.

Logan, Kelty, Laura F. Bright, and Harsha Gangadharbatla (2021). It's Complicated: Exploring the Social Media Privacy Paradox. Submit to *Journal of Data Protection and Privacy*.

Refereed Conference Proceedings

Logan, Kelty (2019) "Protecting the NRA Brand during a Time of Crisis: A Damage Control Strategy Informed by Social Identity Theory," in *Proceedings of the 2019 Conference of the American Academy of Advertising*, ed. Eric Haley, <https://aaasite.memberclicks.net/proceedings-by-year>.

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- Logan, Kelty (2016) "Have Perceptions of Internet Advertising Value Changed Over Time?" in *Proceedings of the 2016 Conference of the American Academy of Advertising*, ed. Tom Reichert, 18-26.
- Logan, Kelty (2015) "How Uses and Gratifications of Smartphone Apps Affect Attitudes toward In-App Advertising," in *Proceedings of the 2015 Conference of the American Academy of Advertising*, ed. Michelle Renee Nelson, 168 (Abstract).
- Logan, Kelty (2014) "Comparing the Determinants of Young Adults' Intentions to Follow Brands on Twitter and Facebook," in *Proceedings of the 2014 Conference of the American Academy of Advertising*, ed. Jisu Huh, 75 (Abstract).
- Logan, Kelty (2013), "Follow the Leader: Predictors of Young Adults' Intentions to Follow Brands on Facebook," in *Proceedings of the 2013 Conference of the American Academy of Advertising*, ed. Karen Lancendorfer, 106 (Abstract).
- Logan, Kelty (2011), "Measuring Advertising Reception Context: Initial Scale Development and Validation," in *Proceedings of the 2011 Conference of the American Academy of Advertising*, ed. Steve Edwards, 167 (Abstract).
- Logan, Kelty (2011), "Commercial Breaks Online: A Comparison of Online Streaming Video and Traditional Television in Terms of Advertising Perceptions and Attitudes," in Alan Bradshaw, Chris Hackley, and Pauline Maclaren (eds.), *European Advances in Consumer Research*, Vol. 9, 508-509 (Abstract).
- Logan, Kelty (2010), "NBC or Hulu.com? A Comparison of Online Streaming Video and Traditional Television," in *Proceedings of the 2010 Conference of the American Academy of Advertising*, ed. Wei-Na Lee, 50 (Abstract).
- Logan, Kelty (2009), "Fighting Back: Can a Response to an Attack Ad Persuade Swing Voters?" in *Proceedings of the 2009 Conference of the American Academy of Advertising*, ed. Glen Nowak, 86 (Abstract).
- Logan, Kelty (2008), "What Are They Really Doing? Assessing Media Usage Among Young Men," in *Proceedings of the 2008 Conference of the American Academy of Advertising*, ed. Shelley Rodgers, 318-320 (Abstract).
- Daugherty, Terry, Kelty Logan, Shu-Chuan Chu, and Szu-Chi Huang (2008), "Understanding Consumer Perceptions of Advertising: A Theoretical Framework of Attitude and Confidence," in *Proceedings of the 2008 Conference of the American Academy of Advertising*, ed. Shelley Rodgers, 308-312 (Abstract).
- Daugherty, Terry, Harsha Gangadharbatla, Yeo Jung Kim, and Kelty Logan (2007), "Assessing the Value of Product Placement from the Consumer's Perspective," in *Proceedings of the 2008 Conference of the American Academy of Advertising*, ed. Kim Sheehan, 64 (Abstract).

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Logan, Kelty (2007), "Perceived Differences between Negative Political Ads: Assessing Voter Reaction to Different Kinds of Political Attack Advertising," in *Proceedings of the 2008 Conference of the American Academy of Advertising*, ed. Kim Sheehan, 119-128.

Refereed Conference Presentations

"Protecting the NRA Brand during a Time of Crisis: A Damage Control Strategy Informed by Social Identity Theory," Annual American Academy of Advertising Conference, Dallas, TX, March 2019.

"Social Media Fatigue and the Advertising Industry: How are consumers, clients, and content creators dealing with the pressure to be constantly connected?" Laura Bright, moderator, Kelty Logan, Ashley English, Jessica Kingman and Kevin Lyons, Annual American Academy of Advertising Conference, Dallas, TX, March 2019.

"Unfriend Me, Please: An Examination of Social Media Fatigue and Its Antecedents" with Laura Bright and Stacy Landreth-Grau, Marketing EDGE Direct/Interactive Marketing Research Summit, Los Angeles, California, October 2016.

"Teaching the New Advertising in the Data-Driven Social Media Era," with Ming Wang, Valerie Jones, Keith Quesenberry, Jeremy Lipschultz, Adam Wagler, and Bob Thacker, Annual Association for Education in Journalism and Mass Communication Conference, Minneapolis, Minnesota, August 2016.

"Have Perceptions of Internet Advertising Value Changed Over Time?" Annual American Academy of Advertising Conference, Seattle, Washington, March 2016.

"Following Brands on Social Media Apps: The Effect of Intent to Continue Receiving Branded Posts on Attitudes toward Brands that Post," Annual Association for Education in Journalism and Mass Communication Conference, San Francisco, California, August 2015.

"How Uses and Gratifications of Smartphone Apps Affect Attitudes toward In-App Advertising," Annual Academy of Advertising Conference, Chicago, IL, March 2015.

"Uses and Gratifications that Drive Young Adults' Smartphone Use and the Implications for Advertising Effectiveness," Annual Association for Education in Journalism and Mass Communication Conference, Montreal, Canada, August 2014.

"Comparing the Determinants of Young Adults' Intentions to Follow Brands on Twitter and Facebook," Annual American Academy of Advertising Conference, Atlanta, Georgia, March 2014.

"So Long Don Draper? Account Planning, Big Data, and the Implications Inside and Outside of the Advertising Classroom," with Stacy Landreth-Grau, Laura F. Bright, Chris Wilson,

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and Arnel Santiago, Annual American Academy of Advertising Conference, Atlanta, Georgia, March 2014.

"Can't Live Without it: A Qualitative Investigation into the Uses & Gratifications that Drive U.S. College Student Smartphone Use," poster presentation at the Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 2013.

"Follow The Leader: Predictors Of Young Adults' Intentions To Follow Brands On Facebook," Annual American Academy of Advertising Conference, Albuquerque, New Mexico, April 2013.

"Deal Me In! Assessing Consumer Response to Daily-Deal Sites," with Laura Bright, Direct and Interactive Research Summit, Las Vegas, NV, October 2012.

"How Connected is the Connected Consumer? Comparing the Contextual Use of Traditional and Nontraditional Video Platforms," Association for Education in Journalism and Mass Communication Conference, Chicago, IL, August 2012.

"Just How Valuable is Television Advertising Compared to Advertising on Social Media in the Minds of Consumers?" with Harsha Gangadharbatla and Laura Bright, Conference to Explore the Past, Present and Future of Television, Portland, OR, March 2012.

"Let's Make A Deal: Assessing the Relative Exchange Value of Advertising," Direct and Interactive Research Summit, Boston, MA, October 2011.

"Measuring Advertising Reception Context: Initial Scale Development and Validation," Annual American Academy of Advertising Conference, Mesa, AZ, April 2011.

"A Comparison of Online Streaming Video and Television in Terms of Advertising Perceptions and Attitudes," poster presentation at the Association for Education in Journalism and Mass Communication Conference, Denver, CO, August 2010.

"And Now a Word from Our Sponsor: A Comparison of Online Streaming Video and Traditional Television in Terms of Advertising Perceptions and Attitudes," European Association for Consumer Research Conference, Egham, U.K., June 2010.

"NBC or Hulu.com? A Comparison of Online Streaming Video and Traditional Television in Terms of Uses, Gratifications Sought, and Advertising Avoidance," Annual American Academy of Advertising Conference, Minneapolis, MN, March 2010.

"What Are They Really Doing? Assessing Media Usage among Young Men." Annual American Academy of Advertising Conference, San Mateo, CA, March 2008.

"Understanding Consumer Perceptions of Advertising: A Theoretical Framework of Attitude and Confidence," with Terry Daugherty, Shu-Chuan Chu, and Szu-Chi Huang, Annual American Academy of Advertising Conference, San Mateo, CA, March 2008.

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“Perceived Differences Between Negative Political Ads: Assessing Voter Reaction to Different Kinds of Political Attack Advertising,” Annual American Academy of Advertising Conference, Burlington, VT, April 2007.

“Assessing the Value of Product Placement from the Consumer’s Perspective.” with Terry Daugherty, Harsha Gangadharbatla, and Yeo Jung Kim, Annual American Academy of Advertising Conference, Burlington, VT, April 2007.

TEACHING ACCOMPLISHMENTS

Courses Taught

University of Colorado, Boulder

Undergraduate

Contemporary Media Analysis (required course)

Branding and Positioning (required course)

Consumer Insights

Strategic Communication Research Methods (required course)

Principles of Strategic Communication (required course)

Principles of Advertising (required course)

Doctoral

Proseminar in Mass Communication (required course)

Quantitative Research Methods (required course)

The University of Texas at Austin

Undergraduate

Creativity and American Culture

Curriculum Revisions

Proseminar in Mass Communication

Doctoral required course

Significantly revised course content to reflect increased focus on foundational theory and diversity of authors

Principles of Strategic Communication

Lower division required course

Co-developed a survey course to define the principles that support the advertising and public relations professions

Strategic Communication Research Methods

Upper division required course

Developed the first, comprehensive research methods class for advertising undergraduates

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Consumer Insights
Upper division elective
Significantly revised course focus and content

Creativity and American Culture
Lower division elective
Significantly revised course focus and content

Other Teaching

Committee Member, Doctoral Dissertation

Chris Vardeman, comprehensive examinations will be fielded March – April 2021.

Jared Browsh, “How Race, Gender, and Sexuality Affect Hanna-Barbera Product and Business Decisions,” defended fall 2017.

Shannon O’Sullivan, “How Blue-Collar Reality Shows Frame the U.S. Working Class in Regard to Race, Gender, and Notions of Ideal U.S. Citizenship,” defended spring 2017.

Annie Sugar, “The American Drinking Problem: Beer, Gender, and Power,” defended spring 2016.

Megan Hurson, “Mediation of Many Loves: Discourses of the Polyamory Social Movement,” defended spring 2016.

Tyler Rollins, “American Surveillance,” defended spring 2016.

Committee Member, Master’s Thesis

Nicolene Durham, “Media Tales of Two Coastal Cities: Exploring the coverage of sea level rise in New York City and New Orleans,” Master’s Thesis by Nicolene Durham,” defended spring 2014.

Committee Member, Master’s Professional Project

Kari Keller, “How the Changed Media Environment Has Affected the Outdoor Divas’ Retail, Advertising, and Marketing Strategies over the Past Decade?” website and research paper, defended spring 2011.

Supervisor, Advertising Honors Thesis

Laura Leventhal, “Exploring the Role of Third Party Endorsements in Socially Responsible Branding & Communication Efforts,” defended spring 2014.

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Supervisor, Advertising Honors Project

Kathryn Longnecker and Leah Winkler, “The Broadmoor: An Advertising Proposal,” defended spring 2014.

Independent Study

Camie Dodich, “Good Housekeeping”: An Analysis of Female Representation in Kitchen Advertisements Between 1920 – 2020, May 2020

Annie Sugar, Ph.D. Candidate, “Gender Identification and Beer Advertising” research paper, spring 2013.

Guest Lecturer (University of Colorado, Boulder)

Media Institutions and Economics, topic: “Advertising, Media Institutions, and Economics,” October 2011, March 2012, November 2013, April 2014, April 2015, April 2016.

Media and Communication History, topic: “History of Advertising in the U.S.,” October 2013.

Contemporary Mass Media, topic: “The Role of Advertising in Our Media History,” February 2013.

Media Ethics, topic: “Ethics in Advertising,” April 2012.

Teaching Assistant (The University of Texas at Austin)

Undergraduate course: Advertising Research

Graduate course: Media Management

Professional Development

University of Colorado at Boulder

Leadership Education for Advancement & Promotion

Teaching Portfolio Workshop, February 2012.

Introductory Leadership Workshop, May 2010.

Indiana University School of Journalism

Teaching Fellows Workshop, June 2010.

SERVICE ACTIVITIES

Service to the Profession

Editorial Board

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Journal of Interactive Advertising, 2015-2020

Journals/Reviewer

International Journal of Information Management, 2019-present

International Journal of Internet Marketing and Advertising, 2015-present

International Journal of Mobile Communications, 2016

Internet Research, 2019-present

Journal of Computer-Mediated Communication, 2013-present

Journal of Interactive Advertising, 2010-present

Journalism & Mass Communication Quarterly, 2015-present

Conferences/Reviewer

Association for Education in Journalism and Mass Communications (AEJMC) Annual Conference, 2012-present.

Direct/Interactive Marketing Research Summit, Direct Marketing Educational Foundation, 2012-present.

Marketing & Public Policy Conference, American Marketing Association, 2012- present.

American Academy of Advertising Annual Conference, 2010-present.

Winter Marketing Educators' Conference, American Marketing Association, 2013.

Conferences/Session Moderator

“Examining Positive and Negative Effects of Advertising on the Antecedents, Mechanisms, and Causes of Health-related Behaviors,” Association for Education in Journalism and Mass Communications Conference, Chicago, August 2017.

“Advertising Division Top Papers,” Association for Education in Journalism and Mass Communications Conference, Minneapolis, Minnesota, August 2016.

“Environmental Advertising,” American Academy of Advertising Conference, Seattle, New Washington, March 2016.

“Social/Viral Advertising Effects and Influencing Factors,” Association for Education in Journalism and Mass Communications Conference, Montreal, Canada, August 2014.

“Spinning the Web: Pathways to Successful New Media and Social Networking,” American Academy of Advertising Conference, Albuquerque, New Mexico, April 2013.

“Brands on the Run,” Association for Education in Journalism and Mass Communications Conference, Washington, D.C., August 2013.

Professional Affiliations

Direct Marketing Educational Foundation, Professors' Academy 2012-present.

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American Academy of Advertising, 2006-present.
Association for Consumer Research, 2010-present.
Association for Education in Journalism and Mass Communications, 2010-present.

Offices in Professional Organizations

Head, AEJMC Advertising Division, 2017-2018
Vice Head, AEJMC Advertising Division, 2016-2017
Chair, Research Committee, AEJMC Advertising Division, 2015-2016
Chair, Professional Freedom and Responsibility Committee, AEJMC Advertising Division, 2013-2015.
Member, Advertising Division Teaching Award Committee, AEJMC, 2013-2015
Member, Membership Committee, American Academy of Advertising, 2009-2010, 2013-2015

Service to the University

Lecturer, “Brands Must Matter,” Featured speaker in the first of the *Alumni COVID-19 Webinar Series* produced by the CU Leeds School of Business, April 20, 2020.
<https://www.colorado.edu/business/alumni/get-involved/previous-career-webinars>
Member, CU Outreach Award Committee. .Judged 64 submissions for CU Boulder Outreach awards, funded by the Office for Outreach and Engagement, May 2019
Panel Member, “The 2016 Presidential Campaign: Journalism, Data Analysis, and Advertising,” with Liz Skewes and Brian Keegan, University of Colorado Boulder Family Weekend/Fall Convocation, September 2016.
Panel Chair, “Global Identity Politics,” International Conference on Media and Religion: The Global View, January 2014.
Panel member for the Alvin G. Flanagan/Walker Family Scholarship. Reviewed 34 applications for merit-based scholarships, April 2012.
Panel Chair, “Online Affordances for Religious Practice,” International Conference on Digital Religion, Center for Media, Religion, and Culture, January 2012.
Panel Chair, “Popular Culture and the Public Sphere,” International Conference on Islam and the Media, Center for Media, Religion, and Culture, January 2010.

Service to the College of Media, Communication and Information

Member, College Curriculum Committee, 2019-present
Member, Faculty Council, 2015-2017.
Chair, College Curriculum Committee, 2015-2017.

Service to the Department of Advertising, Public Relations and Media Design

Chair, Personnel Unit Evaluation Committee for one faculty member, 2020-2021
Chair, Undergraduate Curriculum Committee, 2018-present
Chair, Advertising Strategy Search Committee for two faculty members, 2019-2020
Member, Media Design Search Committee for one faculty member, 2019-2020
Chair, Personnel Unit Evaluation Committee for two faculty members, 2018-2019

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Member, Personnel Unit Evaluation Committee for one faculty member, 2018-2019

Member, Executive Committee, 2018-2019

Member, Creative Search Committee, 2016-2017.

Chair, Public Relations Search Committee, 2014-2015.

Service to Journalism and Mass Communication

Member, JMC Executive Committee, 2014-2015.

Member, Progress and Evaluation Committee 2010, 2013, 2014, 2015.

Member, Graduate Admission Committee, 2013-2014

Member, Curriculum Subcommittee on Advertising, Public Relations, and Media Design, 2013

Member, Advertising Search Committee, 2012-2013.

Member, Undergraduate Spring Admissions Committee, Advertising Sequence, 2010- 2012.

Member, Graduate Curriculum Committee, 2010.

Member, Advertising Search Committee, 2010.

Member, Undergraduate Curriculum Subcommittee, 2009.

Service to the Community

Board Member, 2014-2016. [Family Learning Center of Boulder](#), CO, a non-profit organization that provides educational opportunities for at-risk children and their families, accredited by the National Association for the Education of Young Children.

Media Appearances

“Let’s Talk About Superbowl Ads,” 9News, KSUA Channel 9 (NBC affiliate, Denver, CO February 2, 2020. <https://www.9news.com/video/news/local/super-bowl-ads/73-efabd4e2-e0c5-43ee-bfd3-1c1ec9e7ae7d>

“What to Expect From This Year’s Super Bowl Commercials,” *Five Live Program*, BBC Radio, January 29, 2020.

“Studying Stupendous Super Bowl Sunday Ad Trends,” 9News, KSUA Channel 9 (NBC affiliate), Denver, CO January 30, 2019. <https://www.9news.com/video/money/business/studying-stupendous-super-bowl-iiii-ad-trends/73-ade6b018-49fb-4cfa-a016-f152d9841d54>

“What Ads to Look for on Super Bowl Sunday,” KRDO, NewsChannel 13 (ABC affiliate) Colorado Springs, CO February 1, 2019. <https://www.krdo.com/news/top-stories/cu-boulder-professor-examines-super-bowl-ad-trends/1000616203?fbclid=IwAR37b14oF5-Ah38f3vboQfT7q82xmI04Ma0IwTPaDPxCc-E8cz0u-R-461s>

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INDUSTRY HONORS AND AWARDS

Effie Awards

(Awarded by American Marketing Association for most effective advertising efforts in the U.S.)

2005: Silver Effie Award, Cesar®, [“Sophisticated Food for Sophisticated Dogs.”](#)

1999: Silver Effie Award, Cesar®, [“Head of the Household.”](#)

1993: Gold Effie Award, Whiskas®, [“Small, Colorful Bird.”](#)

Also included in the following articles:

[Time Magazine “Advertising: The Best of 1992,” January 4, 1993](#)

[Advertising Age “Best of the Year,” May 3, 1993.](#)

[AdWeek, “Creative Technology: Bird Talk,” November 1, 1993.](#)

ADDY Awards (American Advertising Awards)

(Awarded by the American Advertising Federation on the basis of creative excellence in television advertising)

1994: Gold ADDY Award, Whiskas®, [“Temptations.”](#)

INDUSTRY EMPLOYMENT

Mars Petcare, a division of Mars, Inc. Los Angeles, CA

1997 – 2005

Group Marketing Director

Reported to the president of Mars Petcare. Leader of one of four business development teams responsible for the U.S. brands. As a member of the Global Marketing Strategy Team, developed global brand and business strategies for each of the [Mars Petcare](#) international brands.

1992 – 1997

Director of Consumer Communications

Developed, implemented, and evaluated all consumer communication for the Mars Petcare brands including advertising, direct mail, consumer promotions, packaging design, and packaging graphics. Developed the Mars Petcare online strategy and launched websites for all of the brands.

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1988 – 1992

Group Brands Manager

Transitioned two U.S. cat food brands – Kal Kan® and Crave® – to the European brand name (Whiskas®) and positioning. Created and implemented the marketing strategy including pricing, distribution, advertising, and consumer promotion.

Ted Bates Advertising

1985 – 1988

Sr. Vice President, Management Supervisor

Milan, Italy

Managed the account team responsible for Mars, the agency's largest client. Developed and executed the advertising strategy for the Italian launch of M&M's® candies, member of European team to introduce the brand in all European markets.

1982 – 1985

Vice President, Account Supervisor

New York, NY

Supervised advertising and media plan development for three M&M/Mars brands, (Snickers®, 3 Musketeers®, and Applause®, a test brand).

Snickers was one of the first corporate sponsors of the U.S. Olympic team and one of the first national advertisers on MTV.

NBC Television, New York, NY

1980 – 1982

Manager of Program Planning & Promotion

Final programming approval of on-air and print promotion for all Entertainment Division programs, including prime time, daytime, late night, movies, mini-series, and specials

Grey Advertising, New York, NY

1978 – 1980

Account Executive