



Case Studies in Strategic Communication

an online, peer-reviewed, open access journal

Volume 5

www.csscjournal.org

2016

Editor

Daren C. Brabham (*University of Southern California, USA*)

Associate Editors

Amber Hutchins (*Kennesaw State University, USA*)

Richard D. Waters (*University of San Francisco, USA*)

Editorial Board

Chris Ahearn (*Lowe's Companies, Inc., USA*)

Cecilia Balbín (*Universidad Católica Argentina, Argentina*)

Lois Boynton (*University of North Carolina at Chapel Hill, USA*)

Clarke L. Caywood (*Northwestern University, USA*)

Dionne C. Clemons (*Howard University, USA*)

Sam Ford (*Fusion Media Group, USA*)

Karen Freberg (*University of Louisville, USA*)

Bettye A. Grable (*Florida A&M University, USA*)

Avery Holton (*University of Utah, USA*)

Laurie Phillips Honda (*University of Oregon, USA*)

J. Suzanne Horsley (*University of Alabama, USA*)

Leah E. Jaramillo (*Somers-Jaramillo & Associates, USA*)

Hua Jiang (*Syracuse University, USA*)

Cheryl Ann Lambert (*Boston University, USA*)

Jacqueline Johnson Lambiase (*Texas Christian University, USA*)

Julie C. Lellis (*Elon University, USA*)

James E. Lukaszewski (*The Lukaszewski Group, USA*)

Elizabeth Mitchell (*University of Queensland, Australia*)

Deborah Morrison (*University of Oregon, USA*)

Ike Pigott (*Alabama Power, USA*)

Matthew Ragas (*DePaul University, USA*)

Brad L. Rawlins (*Arkansas State University, USA*)

Debasis Ray (*Tata Sons, India*)

Natalia Rodríguez Salcedo (*Universidad de Navarra, Spain*)

Hongmei Shen (*San Diego State University, USA*)

Jason Shumaker (*Logo/VH1, MTV Networks, USA*)

Don W. Stacks (*University of Miami, USA*)

Burghardt Tenderich (*University of Southern California, USA*)

Elsbeth Tilley (*Massey University, New Zealand*)

Natalie T. J. Tindall (*Georgia State University, USA*)

Editorial Assistant

Kristen Guth (*University of Southern California, USA*)

Affiliations current June 2016

Case Studies in Strategic Communication (ISSN 2167-1974) is published by USC Annenberg Press at the University of Southern California. Cases are published on a rolling basis in annual volumes. *CSSC* is an open-access journal, available free of charge on the Internet. All case studies undergo rigorous peer-review.



Case Studies in Strategic Communication (*CSSC*) is an academic journal. As such, it is dedicated to the open exchange of information. For this reason, all works published in *CSSC* are covered by the [Creative Commons license](https://creativecommons.org/licenses/by-nc-nd/3.0/) known as "[Attribution-NonCommercial-NoDerivs 3.0 Unported \(CC BY-NC-ND 3.0\)](https://creativecommons.org/licenses/by-nc-nd/3.0/)." Copies of this journal or articles in this journal may be distributed for research or educational purposes free of charge and without permission. However, commercial use of the *CSSC* website or the articles contained herein is expressly prohibited without the written consent of the editor.

Layout design by John Remensperger & Daren C. Brabham

Logo and banner font: Bookman Old Style

Copy font: Cambria

Colors: USC Cardinal (Pantone 201C; Hex #990000; RGB 153, 0, 0) at 100% and 50% transparency

USC Gold (Pantone 123C; Hex #FFCC00; RGB 255, 204, 0) at 100% transparency

Editorial Contact Information

USC Annenberg School for Communication & Journalism, Attn: Case Studies in Strategic Communication editor, 3502 Watt Way, Los Angeles, CA 90089 (USA). Tel: +1 (213) 740-3914. Email: csscjournal@gmail.com