

- 1 **Godzilla's Nuclear Narratives: The 1954 Japanese Original vs. the 21st Century American Trilogy**
Alan Marshall

- 15 **Product Placement Approaches on YouTube: Impactful Tips from Influential YouTubers amid the Covid-19 Pandemic**
Worawan Ongkrutraksa

- 25 **Which Type of Brand image is Important for Building Brand Trust? A Case Study on Starbucks**
Chen Wei-chih and Papaporn Chaihanchanchai

- 33 **A Qualitative Analysis of the State of Billboard Advertising Industry in Malaysia**
Wong Lee Sa

- 46 **Impacts of Bandwagon Effect and Product Type in Instagram Native Advertising on Generation Z Consumer's Behavior**
Leiv Tore Kaltbeitzer and Saravudh Anantachart