

The continuous use of media and the importance of communication allow us to inquire and search for empirical answers. Though the output is a conceptual or research paper, the outcome is we know more, learn more, and share more. Fortunately, this journal is among those places where academics can let themselves do all of that.

This issue of CMAP starts with a monster story, Godzilla, explaining artistic and cultural representations of nuclear destruction in the film. Afterall, Godzilla may need more heat for its branding and advertising? Speaking of which, this issue also covers product placement on YouTube, a case study of brand image and brand trust through Starbucks, the state of billboard advertising industry in Malaysia, and bandwagon effect on Instagram.

Things in 2022 are about to pass, but let us reminds ourselves that we are here to know more, learn more, and share more.

At this time of year, people prepare to celebrate
At this time of year, people prepare to take a break
At this time of year, people prepare to resolve

At this time of year, CMAP celebrates its second issue
At this time of year, CMAP continues
At this time of year, CMAP resolves to progress

Merry Christmas and Happy Holiday to you all,

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Editor-in-Chief