

Advertising Effectiveness Studies.

A wonderful means to build relationships,
consult and stand out from the rest.

Readex's ad studies do more than just shed light on what readers think and feel about your customers' advertising. The valuable feedback stimulates thinking and creativity, opening the door to conversations that maybe you've never had with customers before. Advertising objectives, what readers are really looking for and ad design to name a few. In short, topics that resonate with customers and show you care.

Here's a peek at each of our branded studies:

- **Ad Perception™**: A powerful and easy-to-use study that collects important feedback on key elements of ad creatives and designs.
- **Message Impact®**: This study provides reader reactions to the creative used in ads, along with feedback on actions-taken or impressions generated. Additionally verbatim comments share deeper insights into what the results mean.
- **On Target®**: Discover the overall effectiveness of studied ads through powerful feedback on visual appeal, ease of comprehension and clear communication of benefits. Verbatim responses allow for additional information about how advertisers can better communicate with their target market.
- **Red Sticker™**: This is a unique recall-based study that measures selected editorial and ads. Find out what actions readers were inspired to take as they recall what they saw and read.
- **Online Ad Measurement**: Provide your advertisers data past the clicks and counts and give them a real picture of how online ads succeed with their target audience.

Optionally, you may have your own questions you'd like to ask about ads. We can create customized ad studies too!

Let us learn about your specific needs and interests then prepare a proposal for your consideration. Please contact Susan Griffith at 651.439.8066, or send an email to: sgriffith@readexresearch.com