

## Advertising Effectiveness Studies. A great way to build relationships, consult and stand out from the rest.

Our portfolio of advertising effectiveness studies do more than just shed light on what readers think and feel about your customers' advertising. The valuable feedback these studies provide stimulates thinking and creativity. Open the door to conversations that maybe you've never had with customers before!

We offer four types of studies, each designed to do something a bit different. Our job is to listen to what you want to accomplish and then make the best match from these options. Following is a quick recap of each study.

**Ad Perception™:** An entry level study that collects important feedback on key elements of ad creativity. Questions that are asked about each ad, using a Yes/No response set, include:

- Is the ad attention getting?
- Is it believable?
- Is it informative?

**Message Impact™:** We liken this to a focus group as there is a combination of quantitative and qualitative. Questions asked:

- Please rate this ad's attention getting ability, believability, information value.
- What actions have you taken or do you plan to take as a result of seeing this ad?
- What message or feeling do you get from this ad? (Verbatim comment response.)

**On Target®:** A variation on our themes above, On Target is more diagnostic in nature, focusing on the ad's creative impact. Questions asked:

- Is this ad visually appealing? Easy to read? Offering enough information?
- Clearly communicating the benefit? (Uses Yes/No response set.)
- Overall rating of the ad's effectiveness.
- What could this ad do to better communicate with you? (Verbatim comment response.)

**Red Sticker™:** This is a traditional recall-based study that measures selected advertising, and you may also include editorial items as your option! Questions asked:

- Do you recall seeing this ad?
- Do you recall reading this ad?
- Did you find it of interest?

All these studies can be done online or by mail. They also include pre-study promotion opportunities, a companion questionnaire (your chance to ask extra questions of survey participants), advertiser reports and pre/post training for your team.

Let us learn about your specific needs and interests then give you a full briefing on possibilities as well as a proposal for your consideration. Please contact Susan Griffith, Director of Sales-Advertising Effectiveness Studies: