

Advertising Effectiveness Studies.
Consult. Build Relationships. Stand out.



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 different types of studies. Our job is to listen to what you want to accomplish and then make the best match from these options.

Ad Perception™-Three questions about studied ads. Easy to use and understand.
Message Impact™-A deeper dive into ad feedback. With verbatim comments.
On Target®-More diagnostic and clinical. Also with comments.
Red Sticker™-Recall study. Includes advertising and editorial.

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.

Contact Susan Griffith to learn more about how Advertising Effectiveness Studies can benefit you and your team: sgriffith@readexresearch.com 612.986.0109.

Advertising
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