

Using and Interpreting Results

We're often asked, "Is this data valid?" The answer is "Yes." Message Impact Studies are designed to spot the relative strengths and weaknesses of studied ads, but are not designed to yield projectable results. *Furthermore, the information collected cannot be used to make decisions regarding the appropriateness of the market reached by the publication.*

Just as the non-projectable information gathered through focus groups is beneficial in evaluating ideas and concepts, the information collected with a Message Impact Study is an excellent indicator of an ad's effectiveness.

Use the results from the study to help you compare and contrast your ad to the overall averages in your product/service category or to size/color averages. Then compare your scores to those of your competitors.

Always focus on scores relative to one another, rather than as an absolute: is your score near the top, in the middle, or near the bottom? If you find your ad near the middle or bottom, actually pull out the issue and look at the high scoring ads to generate ideas to help you better communicate with your market—the readers. What is it about those ads that made readers take notice? Remember, when you made the initial decision to advertise in the publication, you confirmed that these readers are your potential customers, the market you need to reach in order to drive sales. Use their feedback about your ad to help improve it. Embrace this unique opportunity to discover and utilize the messages that make your market respond.

A Few Words about Readex Research

Readex Research is an independent research organization that has worked with thousands of publications since 1947. Through hundreds of research projects, Readex contacts thousands of people annually.

Year after year, advertisers from Madison Avenue to Main Street make media decisions based on information gathered and reported by Readex. Clients include business and trade publications, medical journals, consumer titles, custom publications, as well as corporate marketers and associations.

All research techniques have been tested and fine-tuned over time. By design, questions do not lead the respondent to answer in a particular way, and consistency and logic are checked as data is analyzed, further assuring you that the results can be depended upon to be useful and actionable.

To maintain credibility, research must stay unbiased and independent. Readex's reputation is built upon sound and ethical research practices.

For more information about Readex Research, visit www.readexresearch.com.

Successful ads affect the first few steps of the sales process

Attention
↓
Interest
↓
Desire
↓
Action

Contact
↓
Awareness
↓
Interest
↓
Proposal
↓
Close

Information
↓
Attitude
↓
Behavior

Is your advertising working? You can find out for FREE!

You have a limited budget to spend on advertising. Although you try to select the publication that delivers your sales message to the most qualified customers and prospects, you still wonder how well your ad is working.

A Message Impact® Study can help you answer that question by gauging how well your ad jump-starts the selling process. As illustrated by the sales models on the left, selling is a multi-step process rather than a single event. A successful ad affects the first few steps of the process, such as making contact, generating interest, and providing information.

The models also illustrate that an ad must first attract attention or be seen before it can do anything else. Once contact is made, an effective ad draws readers into the copy, inviting them to go beyond the illustration and headline. Furthermore, a successful ad prompts a response by generating interest, creating a favorable impression, or causing the reader to want to follow up in some fashion. The challenge is finding out whether or not your ad does any or all of these things.

Participating in this FREE Message Impact Study can help. Study results provide feedback regarding the areas of the sales models that advertising impacts, helping you not only to answer the question, "how well is my ad working?" but also, "how can it be improved?"

Don't let this opportunity slip away... contact the sponsoring publication today!



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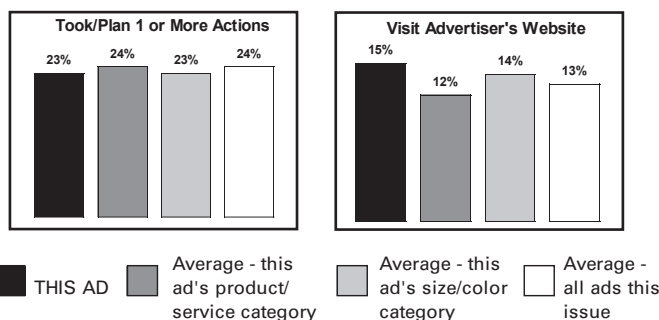
www.readexresearch.com



Quantifiable Feedback on What Actions Your Readers Plan to Take

Here you get a graphical look at what actions readers took or plan to take as a result of seeing your ad. Because different ads have different objectives, and certain types of products/services don't lend themselves to be acted upon quickly, you'll see a wide variation in scores.

You'll be able to look at your results as a function of your ad's objective. That is, what were you trying to get people to do? Relative to other ads, did people do what you intended them to do?



Other actions often reported include:
File for reference
Discuss ad with others
Contact advertiser
Recommend product/service
Purchase product/service

The second part of this section shows results for all studied advertisements sorted by product/service category.

| | Took 1 or more actions | File | Discuss | Visit website | Contact advertiser | Recommend product/service | Purchase/consider | No action-own/use |
|--------------------------------------|------------------------|------------|-----------|---------------|--------------------|---------------------------|-------------------|-------------------|
| Feed/Feed Ingredients Average | 24% | 13% | 5% | 12% | 4% | 2% | 3% | 8% |
| Chr. Hansen Biosystems | 26% | 13% | 4% | 12% | 4% | 4% | 0% | 11% |
| Cotton Incorporated | 23% | 12% | 6% | 15% | 1% | 3% | 4% | 6% |
| Daiichi Fine Chemicals | 17% | 8% | 2% | 8% | 5% | 0% | 0% | 3% |
| Darling International | 25% | 17% | 5% | 14% | 2% | 1% | 6% | 3% |
| Degussa Corporation | 29% | 15% | 8% | 11% | 6% | 2% | 4% | 15% |

Note that scores fluctuate widely from ad to ad and from action to action. This will be a function of the different products involved, as well as the ad's design.

Qualitative Feedback

In this section, you'll receive approximately 40–70 verbatim responses to the question, "What message or feeling do you get from this ad?"

Comments will vary greatly—some positive and some negative:

"Full-page or even a 2-page spread of the plane would be more impressive."

"Very useful information provided."

"Simplify the busy art and layout. Ad lists operational changes, not customer benefits."

Here you will see, in the readers' own words, some reasons why your ad may have scored the way it did.

All of this information is presented in a concise and easy-to-understand report that's yours to keep.

Remember, this service is absolutely FREE. Readex is hired by the publisher, who will distribute study results to participating advertisers.

The data and reader feedback you get from participating in a Message Impact Study helps you make sure your ad works hard to sell your product or service.

As you plan your advertising schedule, don't overlook the added value offered by a publication that provides you with the FREE opportunity to participate in a Message Impact Study. The results can be a valuable tool in helping you shape your advertising messages.