

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.

An Ad Perception™ 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 Ad Perception 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!***



**ReadexResearch**

SURVEYS FOR PUBLICATIONS

**When you participate in the study, you'll receive reader feedback regarding your ad that you can't get anywhere else.**

**You'll find out if readers think your ad is:**

**Attention-Getting  
Believable  
Informative**

## What is it?

The Ad Perception Study is conducted by Readex Research in conjunction with a specific issue of the sponsoring publication.

Readex (an independent research company specializing in survey research) asks a sample of the publication's readers, your customers and prospects, to respond to questions regarding specific ads in the study issue.

The study is conducted either through the mail or online via e-mailed invitations, aiming to hear from 80–100 respondents.

As a participating advertiser, you'll receive a report with the results in an easy-to-understand format approximately eight weeks (less for e-surveys) after the publication's issue date. The information is fresh, and you can put the results to work right away.

## What the Survey Asks

Readers are asked three questions about each ad:

*Is this ad...*

*Attention-Getting?*

*Believable?*

*Informative?*

Remember, the goal of the study is to supply you with reader feedback in the areas of the sales models that your ad impacts: getting your product/service seen, supplying information, and piquing curiosity.

## How the Information is Presented

Results are reported as percentages of the total number of respondents and are grouped in two ways to help you better understand how your ad scored relative to others. You can see how your ad stacked up against your competitors in the product/service category grouping, then how your ad performed compared to other ads in its size/color category.

## Results Grouped by Product/Service Category

The first grouping is by product/service category. This is the section of the report that will probably interest you the most. It presents your scores, as well as those of your competitors. By seeing your scores alongside others, you'll have a good starting place for generating ideas on how to improve your ad: its stopping power (Attention-Getting), its ability to provide information (Informative), and how to present ideas in a credible manner (Believable).

		Page	Attention-Getting	Believable	Informative
<b>Franchises</b>	<b>AVERAGE FOR 4 ADS</b>		<b>56%</b>	<b>79%</b>	<b>70%</b>
Executives, Inc.	1-page, 4-color	18	87%	76%	65%
Real Marketing	1-page, BW	31	59%	69%	59%
<b>AmSpec</b>	<b>All 1/3 page</b>	<b>51</b>	<b>47%</b>	<b>89%</b>	<b>85%</b>
Garcia Signs	All 1/6 page	57	32%	81%	70%

*In the example above, AmSpec does a good job of providing information in a believable manner, but it doesn't really get noticed in the first place. The question to explore is "what is it about the other ads that made them more attention-getting in the eyes of readers?"*

## Results Grouped by Size/Color Category

Because the study is likely to include ads of different sizes and colors, results are also grouped by various size/color categories in an effort to level the playing field when analyzing results.

		Page	Attention-Getting	Believable	Informative
<b>All 1/3 Page</b>	<b>AVERAGE FOR 4 ADS</b>		<b>39%</b>	<b>62%</b>	<b>57%</b>
Hart Graphics	Graphics	12	40%	60%	45%
<b>AmSpec</b>	<b>Franchises</b>	<b>51</b>	<b>47%</b>	<b>89%</b>	<b>85%</b>
Weir and Sons	Tools	59	39%	58%	51%
Lesh Supplies	Tools	62	30%	42%	47%

*When compared to other ads in the product/service category of Franchises, AmSpec's Attention-Getting score was near the bottom. But, when looking at results that are sorted by the size and color of an ad, AmSpec does quite well—it's the highest in the category. On average, larger ads will perform better than smaller ones, but the creative, what's actually on the page, will determine whether or not an ad succeeds in the eyes of readers.*

*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 reader feedback you get from participating in an Ad Perception Study helps you make sure your ad is working 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 an Ad Perception Study. The results can be a valuable tool in helping you shape your advertising messages.*

## Using and Interpreting Results

We're often asked, "Is this data valid?" The answer is "Yes." Ad Perception 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 an Ad Perception 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, and 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](http://www.readexresearch.com).



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