

# Is your advertising working? You can find out for *free!*

Action

Successful ads affect  
the first few steps of  
the sales process

**Attention**



**Interest**



**Desire**



**Action**

**Contact**



**Awareness**



**Interest**



**Proposal**



**Close**

**Information**



**Attitude**



**Behavior**

## ***This Message Impact® Study helps you find out how well your ad opens the door to sales...***

With a limited budget to spend on advertising, you try to select the publication that delivers your sales message to the most qualified customers and prospects. Yet, you 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. ***The sponsoring publication pays for the study and passes the results on to you.***

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

Experienced. Trusted. Insightful.

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

**Readers will provide ratings that tell you about your ad's creative:**

**Attention-Getting Ability**

**Believability**

**Information Value**

**They'll indicate what actions they took or planned to take as a result of seeing your ad.**

**Finally, they'll let you know, in their own words, what message or feeling they got from the ad.**

## What is a Message Impact Study?

The Message Impact 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 receive 80–100 responses.

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

## Reader Ratings on the Creative and Copy

In the report the ratings of your competitors are presented first as a starting place for generating ideas on how readers relate to ads regarding: their stopping power (Attention-Getting Ability), their ability to present ideas in a credible manner (Believability), and the value of the information provided (Information Value). For easy comparison, the ratings have been indexed. An indexed score of 100 represents the issue average. Scores higher than 100 are above average; those under 100 are below average.

| Attention-Getting | Believability | Information Value | Advertiser                               | Page    | Size/Color        |
|-------------------|---------------|-------------------|--|---------|-------------------|
| 100               | 100           | 100               | Issue Average (61 ads)                   |         |                   |
| 104               | 104           | 104               | Product/Service Category Average (8 ads) |         |                   |
| 103               | 108           | 102               | Collen Berwin                            | 83      | 1 page, 4 color   |
| 107               | 110           | 106               | Xeted                                    | 61      | 1 page, 4 color   |
| 124               | 108           | 120               | Daily Grind                              | Cover 3 | 1 page, 4 color   |
| 95                | 115           | 127               | Special Services                         | 66      | 1/2 page, 4 color |
| 96                | 101           | 96                | Inertia Technics                         | 15      | 1 page, 4 color   |

**In the example above, the Special Services ad does a good job of providing information value, but doesn't really get noticed in the first place. Look at the high scoring ads, such as Daily Grind, to determine what creative approaches worked with readers.**

In the next section, you'll find your results highlighted for easy identification among the results of others in your product/service category.

## Quantifiable Feedback on What Actions 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?

| Took/Plan Action | Advertiser                               | Page    | Action Percentages (see legend below) |
|------------------|--|---------|---------------------------------------|
| 36%              | Issue Average (61 ads)                   |         | 13 21 9 3 3 4                         |
| 38%              | Product/Service Category Average (8 ads) |         | 13 23 9 3 3 5                         |
| 42%              | Collen Berwin                            | 83      | 10 27 9 4 6 3                         |
| 39%              | Xeted                                    | 61      | 11 26 7 3 5 3 6                       |
| 47%              | Daily Grind                              | Cover 3 | 21 31 11 3 5                          |
| 49%              | Special Services                         | 66      | 18 27 13 3 6 3 6                      |
| 32%              | Inertia Technics                         | 15      | 8 16 7 7 8                            |

■ Visit Website  
 ■ File  
 ■ Discuss  
 ■ Return RSC  
 ■ Contact  
 ■ Recommend  
 ■ Purchase  
 ■ No Action-Currently Own

In the report's graphed results, the bar on the left shows the percentage of readers that took or plan to take one or more actions. The multi-colored bar on the right indicates the percentage of readers that reported taking or planning to take the specific action mentioned. The stacked format and color coding enables easier comparison among advertisements.

## Qualitative Feedback

In this section, you'll receive verbatim responses to the question, "What message or feeling do you get from this ad?" The number of comments depends on the responsiveness of the circulation; however, most advertisers can expect to receive 40-70 comments.

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."*

The comments add life to the results and will give you an idea of what readers thought worked well and not so well with your ad.

*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 reports to participating advertisers.*

*The reader feedback you get from participating in a Message Impact 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 a Message Impact 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." 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. Then compare your results to those of your competitors.

Focus on results relative to one another, rather than as an absolute: Are your results 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 this 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.

Each 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.

Visit [www.readexresearch.com](http://www.readexresearch.com) for more information.



2251 Tower Drive West  
Stillwater, MN 55082  
tel 651.439.1554  
fax 651.439.1564

[www.readexresearch.com](http://www.readexresearch.com)