

→ (11:00)
MIZERSKI
CLASS
AD TEST
CANADA

Dexter Needle ASI
ad test
→ July 17 - Results Due

51450 4597

- Unaided Awareness of Cig Ad (Masked Recall)
 - Is Cig?
 - Brand?

Likes/Dislikes
 Most Important Point (Anything Else)
 Importance of Message (Influence on Smoking Behavior)
 Believability of Message
 Likelihood to Purchase

Type of person advertising is targeted to (Demographics, Smoking Status eg. Quit), and Behavioral list of terms

Difference vs Usual Brand (What does it imply)

Respondents demographics and smoking behavior

End with direct health question (Those that say yes, why?)

Does ad change (i.e., improve, worsen) perception of the cigarette category (why?)

Test among smokers, non-smokers, quitters

Likely test results will show that ads appeal to blue collar, middle age, low income smokers who have a strong desire to quit but view this as a "h" option.

Compare to conventional ads (parity vs difference)
(compare on health mentions)

2 cells of 200
for \$40,000