

MEMORANDUM

June 18, 1975

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TIME TEST-POSITION ANALYSIS
(PROJECT #1975-104)

Background

Standard TIME magazine copy-test procedure has been that a respondent receives a copy of TIME with the test ad tipped into one of four positions. An equal number of respondents see the test ad in each of the positions.

Three of these four positions are standard. The remaining position (called the test position) is varied after each position analysis. This permits a long-run evaluation of a number of positions relative to the three standard positions as well as an ongoing evaluation of the standard positions themselves.

The three standard positions are:

1. FRONT OF BOOK opposite "A Letter From The Publisher".
2. CAMPBELL SOUP POSITION. First 4-color, full-page ad following feature article, or as near as possible.
3. BACK OF BOOK OPPOSITE A FULL-PAGE OF EDIT beginning a section such as "Books", "Music", etc. "Medical" and "Religion" are not used.

The test position in this analysis which consisted of 41 ad tests is:

FRONT CLUTTER. Front of magazine facing a full-page ad in the middle of an ad cluster.

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Ad positions previously tested are:

1. BACK OF BOOK OPPOSITE PARTIAL EDIT (1/3 page and a black and white ad (2/3 page) - 21 ads.
2. THIRD COVER - 23 ads.
3. SECOND COVER - 7 ads. (Obtained by testing ads, which had already been tested in the standard position, again when they ran nationally on the SECOND COVER.)

Summary

1. The current test position, FRONT CLUTTER, has performance comparable to that of the three STANDARD positions (Test Position Performance Index: .0059; Average STANDARD Position Performance Index: .0056).
2. Of the four positions tested to date, FRONT CLUTTER (Index 105) is the only one to score above the STANDARD position average for its test ad series. The THIRD COVER test position (Index 95) is just slightly below average, while the SECOND COVER test position (Index 81) is considerably below average. The poorest performing ad position which has been tested is BACK OPPOSITE PARTIAL EDIT (Index 75).
3. For the three STANDARD ad positions, results were combined across all test ads and BACK OPPOSITE FULL EDIT (Performance Index: .0078) is the lowest scoring of the three STANDARD positions, while FRONT OF BOOK and CAMPBELL SOUP have comparable performances (Performance Indices: .0094 and .0090).

Discussion

Performances for the three STANDARD positions and the test position (FRONT CLUTTER) for this series of ads are compared in the table on the next page.

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CURRENT AD POSITION ANALYSIS
(41 Ads)

<u>STANDARD Positions</u>	<u>Proved Recall</u>	<u>PM6</u>	<u>Performance Index</u>
FRONT OF BOOK	19	2.9	.0055
CAMPBELL SOUP	18	3.4	.0061
BACK OPPOSITE FULL EDIT	17	3.0	.0051
Avg. Of 3 STANDARD Positions	18	3.1	.0056
<u>Test Position</u>			
FRONT CLUTTER	18	3.3	.0059

There are no major differences in the PM6 or Proved Recall scores for any of the ad positions in this series of ad tests.

FRONT CLUTTER performance (Performance Index: .0059) is similar to that of the CAMPBELL SOUP position which is the highest scoring ad position in this series (Performance Index: .0061).

BACK OPPOSITE FULL EDIT is the lowest scoring position (Performance Index: .0051).

To relate performance of the four test positions (BACK OPPOSITE PARTIAL EDIT, SECOND COVER, THIRD COVER, and FRONT CLUTTER), each test position was indexed against the average performance of the three STANDARD positions in its respective analysis. The results appear in the table on the following page.

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TEST POSITION
VERSUS
THREE STANDARD POSITIONS

<u>Current Results</u>	<u>Proved Recall</u>	<u>PM6</u>	<u>Performance Index</u>	<u>Index</u>
FRONT CLUTTER	18	3.3	.0059	105
Avg. Of 3 STANDARD Positions	18	3.1	.0056	100
<u>Previous Results</u>				
THIRD COVER	22	6.5	.0143	95
Avg. Of 3 STANDARD Positions	24	6.3	.0151	100
SECOND COVER	20	4.8	.0096	81
Avg. Of 3 STANDARD Positions	22	5.4	.0119	100
BACK OPPOSITE PARTIAL EDIT	17	3.7	.0063	75
Avg. Of 3 STANDARD Positions	20	4.2	.0084	100

FRONT CLUTTER is the only test position which achieves a higher performance than the average of the STANDARD ads in its respective series. The THIRD COVER is only slightly below average, while the SECOND COVER position scores quite a bit below the STANDARD position average for that series of ads. The BACK OPPOSITE PARTIAL EDIT is the lowest scoring ad position tested.

To provide an overall evaluation of the relative performance of the three STANDARD ad positions, results from the current series of ads were combined with data from previous analyses in the table on the next page (Total number of ads - 85).

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STANDARD POSITION ANALYSIS
(85 Ads)

<u>STANDARD Positions</u>	<u>Proved Recall</u>	<u>PMG</u>	<u>Performance Index</u>
FRONT OF BOOK	21	4.5	.0094
CAMPBELL SOUP	21	4.3	.0090
BACK OPPOSITE FULL EDIT	19	4.1	.0078

The FRONT OF BOOK and CAMPBELL SOUP positions have comparable performances (Performance Indices: .0094 and .0090) and score better than BACK OPPOSITE FULL EDIT.

Although not shown, BACK OPPOSITE FULL EDIT has consistently had a lower performance than the other two standard positions in each of the three series.

/sw

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