sponsor superiority in terms of speed of relief, so they are not expected to convey general superiority to the same extent as the first two conditions.

In the case of H3, it is expected that an advertising condition by delay interaction will be reflected in subjects' recall of general superiority statements and recall of the parity comparison. Specifically, subjects in condition one are expected to recall general superiority statements as well as subjects in condition two. However, recall of the attribute parity statements for the same subjects will decline over time. Condition four is included for completeness in testing H3.

An interaction of advertising condition by delay on recall of specific attribute claims will support H4a, while support for H4b involves a main effect of delay on recall of superiority statements. It is expected that over time subjects will recall the sponsor as being superior overall (H4b), and for conditions one and three subjects are expected to be more likely than subjects in the other conditions to recall superiority on speed of relief (H4a).

Stimuli

Four advertisements were designed, one for each advertising condition described (see Appendix A). In each of the advertisements, a negated parity claim is paired with a superiority claim against a comparison brand. The phrasing and format of the advertisements is similar to that of advertisements currently featuring combined comparatives.

Sample

One hundred and seventy marketing students were recruited for the experiment and received extra credit points for their participation. In order to ensure a minimal level