scheduled for the return session. These subjects completed the questionnaire during the return session.

The questionnaire began by asking a series of open-ended questions regarding what the advertisements explicitly said and implied. Depending on subjects' responses, different sequence of questions followed. Ad communication questions specifically asked about the featured attributes and brands. A series of questions asked their opinion of the brand's performance. These questions were intended to capture the extent to which the advertising manipulations were reflected on the subjects' answers. Also of interest was the effect of delay.

The order of presentation was counterbalanced so that the opinion questions appeared before the specific ad-communication questions for half of the subjects and after those questions for the other half. Subjects were then asked to rate the importance of a series of attributes for the product category for which they saw an ad. Comparing these ratings with those taken from the pretest subjects would aid in assessing the ad's potential to elevate the perceived importance of speed of relief.

In private litigation, the plaintiff is asked to demonstrate damages or potential damages from the challenged advertisement. Often, damages are equated with the impact of the ad on consumers' preferences, especially if preference for the defendant's brand comes at the expense of the challenger. After completion of the advertising questionnaire, all participants were asked to allocate a fixed amount of points between a series of brands (including the target brand) in the product category of interest. Participants were instructed that point allocation should reflect the likelihood that they