would choose that brand if they were faced with a purchase decision for that product at that time.

**Questionnaire Administration**

The computerized administration of the questionnaire allowed for automatic screening of subjects based on their responses. First, subjects were not questioned about the target advertisement if they were unable to recall the ad for the target product or were unable to recall or incorrectly identified the sponsor of the target ad (see Table 8). These subjects were instead directed by the computer program to answer the opinion questions and to rate the importance of a series of attributes related to the target product category.

Those participants who were able to recall the target advertisement for the target brand were asked a series of open-ended questions about what the advertisement said and suggested to them (see Table 9). At the end of this questioning phase the computer program randomly assigned subjects to one of two counterbalancing conditions. Subjects would either answer specific ad-related questions before or after the opinion questions previously described. These questions specifically asked subjects what the ad said or suggested about the target brand with regard to specific attributes, including the attribute of importance (see Table 10).