two phases of the experiment. The data set for the specific ad-communication questions was further reduced by one case based on incorrect answers to the control questions about non-featured attributes. The total number of eligible respondents for analysis was 124.

Preliminary Analyses

Unaided Recall Communication Questions

Two independent raters who were blind to the experimental condition and the predicted effects coded responses to the open ended questions. In order to identify all possible categories by which to classify responses, subsets of the data were reviewed first. The final coding scheme consisted of 97 possible categories (see Appendix C). The main categories of interest were the expressed superiority of the sponsor brand, mention of the comparison brand, and the specificity of the comparison.

Each rater coded the responses independently. Initial agreement between raters was high, 91%. Disagreements were reconciled through discussion and mutual agreement. When no agreement was achieved the response was coded as inconclusive.

The key dependent variable from the open-ended questioning phase was the question *What did the advertisement say or suggest to you about the pain reliever/antacid Aleve/Zantac?* Two follow-up questions prompted the subjects to report anything else that the ad may have conveyed to them. The analyses were conducted on the pooled responses to the main question and the follow-ups. Responses were classified on the basis of the subjects’ mention of a parity or superiority comparison, mention of the target attribute and the comparison brand. Logistic regression analyses were used to assess the effect of advertising condition, delay, and product category on the likelihood of each category of responses.