(ChiSq. = 4.7, p < .02). However, given that only eleven subjects across the eight ad-by-delay cells provided such answers, this interaction cannot be interpreted meaningfully.

A statistically significant ad copy by delay by product category interaction was found for responses to the same open-ended recall question. The interaction was found for the group of responses that mentioned sponsor superiority on speed of relief and also mentioned the sponsor brand. Specifically, the ad copy by delay interaction varied across category conditions (see Table 15). A statistically significant decrease in the percentage of respondents that said the sponsor Aleve was superior to Advil was found after delay, but only for subjects in the third ad condition. This condition presented both the superiority and parity claims in terms of speed of relief. No statistically significant differences were found for respondents who said that Zantac was superior to Pepcid. The small cell sizes suggest that this pattern of results should be interpreted with caution.

Responses to the closed-ended questions did not support H4a or H4b. Neither the main effect of advertising condition nor the ad condition by delay interaction was statistically significant. As reported earlier, 85% of respondents chose the superior option when the question was anchored on the sponsor brand, while 85% said the comparison brand was inferior to the target brand on speed of relief when the question was anchored on the comparison brand. Table 16 summarizes the results for H4a, and Table 17 summarizes results for H4b.