p<.0001). The mean preference score for the sponsor (Aleve) in the pain reliever condition was lower than the mean score for the brand in the antacid category (Zantac), 4.23 versus 6.18 respectively. The corresponding effect of product category was also statistically significant on the comparison brand score (F = 6.83, p<.009). Logically, more subjects chose the comparison brand for the pain reliever category (Advil, 6.21), than the comparison brand for antacids (Pepcid, 5.21).

An interaction between ad copy condition and delay was also statistically significant for the comparison brand scores. The decline in mean scores for the comparison brand was statistically significant over time in the first ad condition (the key combined comparative), but not in the other ad conditions (see Figure 5).

![Figure 5. Mean preference for the comparison brand.](image-url)