Respondents were handed a booklet and instructed to look through it as if they were browsing through a magazine. The booklet contained a magazine cover page, a table of contents, and three advertisements, with the second advertisement in the series being the advertisement of interest. Participants were allowed to view the booklet for 2 minutes. After collecting the booklets, participants in the immediate condition were seated at a computer terminal where they completed a computerized questionnaire. Subjects in the one-hour-delay condition participated in a filler task before completing the computerized questionnaire. Those in the twenty-four hour delay condition were asked to return the following day to complete additional phases of the experiment, and were scheduled for the return session.

The questionnaire began by asking a series of questions open-ended questions regarding what the advertisements explicitly said and implied. Depending on subjects’ responses, a different sequence of specific questions followed. A series of opinion (brand performance on a series of attributes) were included in the questionnaire. The order of the questions was counterbalanced so that they appeared before the close-ended questions for half of the subjects, and after the closed-ended questions for the other half.

After completion of the advertising questionnaire, all participants were asked to allocate 20 points between four competing brands, among them the target brand. Participants were instructed that point allocation should reflect their likely brand choice.

**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, and they were unable to recall or incorrectly identified the