subjects what the ad said or suggested about the target brand with regard to specific attributes, including the attribute of importance.

To control for acquiescence, two questions about attributes not featured in the ad were asked along with the key question about the target attribute. Subjects who responded incorrectly to these questions (i.e., they answered yes to whether the ad said or suggested anything about the non-featured attributes) were considered unreliable and were eliminated.

Subjects were then asked to rate the importance of a series of attributes related to the product category of interest on a five-point Likert scale. The final phase instructed the students to allocate 20 points among 4 competitors, including the target brand. Their point allocations were to reflect their likely brand choice.

**Screening.** Based on their answers to the screening questions, 30% (66) out of the two hundred and twenty subjects did not answer the ad communication questions. They were instructed to answer the opinion questions and to complete the last two phases of the experiment. The data set was further reduced by eight cases based on incorrect answers to the control questions about non-featured attributes. Table 19 shows the sample size for each of the ad-communication questions.

**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 84 possible categories (see Appendix F).