The next question specifically asked subjects whether the ad said or suggested that the sponsor was *superior, equal to, or inferior* to the brand depicted as inferior on speed of relief. A fourth response option allowed subjects to indicate if they did not know or did not remember what the ad said or suggested. A logistic regression analysis was conducted in order to determine if there were any statistically significant differences between the combination of the first three response options (superior, equal, inferior) versus the fourth option. This analysis yielded no statistically significant differences. A cumulative logit analysis for ordered response options was conducted on the three comparative responses.

Subjects were then asked whether the ad said or suggested that the sponsor was superior, equal to, or inferior to the parity brand on speed of relief. There were no statistically significant differences between those respondents who chose *superior, equal, or inferior* versus those who selected the *do not know/do not remember* option. Analyses were conducted on the comparative responses.

Results

Test of H1

H1 predicted a main effect of the advertising condition, with more subjects in the negated parity condition inferring sponsor superiority on speed of relief than subjects in the simplified versions. Responses to the unaided recall question supported H1. A statistically significant main effect of ad condition was found for the group of responses that said the sponsor was superior to the parity brand on speed of relief (ChiSq. = 5.7, p < .01). Although few subjects reported such responses, subjects in the negated parity condition were more likely (8%) than subjects in the complete comparison condition.