PROMOTED OR DEMOTED V

How To Make Promotional Advertising Work Harder

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Gallup & Robinson, Inc.

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575 Ewing Street Princeton, NJ 08540 609-924-3400

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Journal of Advertising (Spring, 1995) Reports. . .

". . .coupons may affect sales to a greater extent than redemption rates indiate. Merely seeing a coupon in a newspaper insert appears to boost sales in some cases. . ."

Study Objectives/Purpose

- *To examine how coupon ads in general and promotional ads in particular work*
- *Do they enhance or detract from an ad's performance*
- *What factors help or hinder performance*

Coupon Ads

Data is based on . . .

G&R's Magazine Impact Research Service (MIRS)

- *Syndicated pre/post-test measuring advertising effectiveness*
- *Real-world testing environment*
- *Major consumer/news/women's service magazines*
- *Three major measures of advertising performance*

Coupon Ads

Three Key MIRS Measures:

- *Recall*
  Proved Name Registration (PNR)

  Does the ad cut through the clutter and get noticed by brand name?

- *Persuasion*
  Favorable Buying Attitude (FBA)

  Does the ad contribute to greater interest in the product?

- *Idea Communication*

  Does the ad communicate intended ideas/messages about the brand?

Measurement Criteria Indexed to
Ensure Comparability across Product Categories

$$\frac{\textit{PNR 26}}{\textit{Norm 18}} = \textit{144 PNR Index}$$

$$\frac{\textit{FBA 15}}{\textit{Norm 24}} = \textit{063 FBA Index}$$

Index based on
Product Category/Sex-Specific Norms

Coupon Ads

Data based on . . .

- *1053 coupon ads direct to consumer*
- *Data bank of 19,600 ads*
- *Interval: 1973 to present*
- *Package and non-package goods (60/40)*

Coupon Ads

Coupon Types	*%*
Promotional Coupon Ads	*60*
Cents Off	*46*
Premiums	*21*
Sweepstakes	*17*
Free Sample	*7*
Sample for a Fee	*5*
Cash Refund	*4*
Information Request Coupons	*40*

Coupon Ads

Promotional Coupon is...

Cents off	-	*redeemed at retail store for a price reduction*
Premiums	-	*for a product/service other than the advertised one.*
Sweepstakes	-	*for a chance to win a prize, typically not the advertised product/service*

Coupon Ads

Promotional Coupon is...

Free sample	-	*free sample of advertised product/service. May require small postage fee.*
Sample for a fee	-	*Sample of advertised product/service for a small payment.*
Cash refund	-	*a rebate of part of the purchase price of the advertised product/service.*

Coupon Ads

Coupon offer is...

Information request	-	*for additional information about the product/service. May be a brochure or a call from a sales representative.*

The Findings

1. Promotional ads . . .

- *Tend to break through the clutter and get noticed,*
- *But persuasion is no better or worse than all ads*
- *The coupon often supplants feature/benefit communication*

. . . but performance varies by type of coupon

The Findings

2. *Promotional coupons that are well integrated into the ad and with the brand can help boost performance*

Coupon Ads

Well-Integrated

Into Ad . . .

- *Coupon is noticeable, but doesn't overpower ad*

With Brand

- *Promotion complements brand and doesn't distract*

PERFORMANCE OF COUPON ADS COMPARED TO ALL ADVERTISING IN CATEGORY

MEMORABILITY (RECALL)

Specific promotional offers contribute differently to higher memorability (Recall)

- *Premiums*
- *Free samples*
- *Cents off*

But . . .

- *Sweepstakes or Contest ads are less memorable*

Because of their current low usage

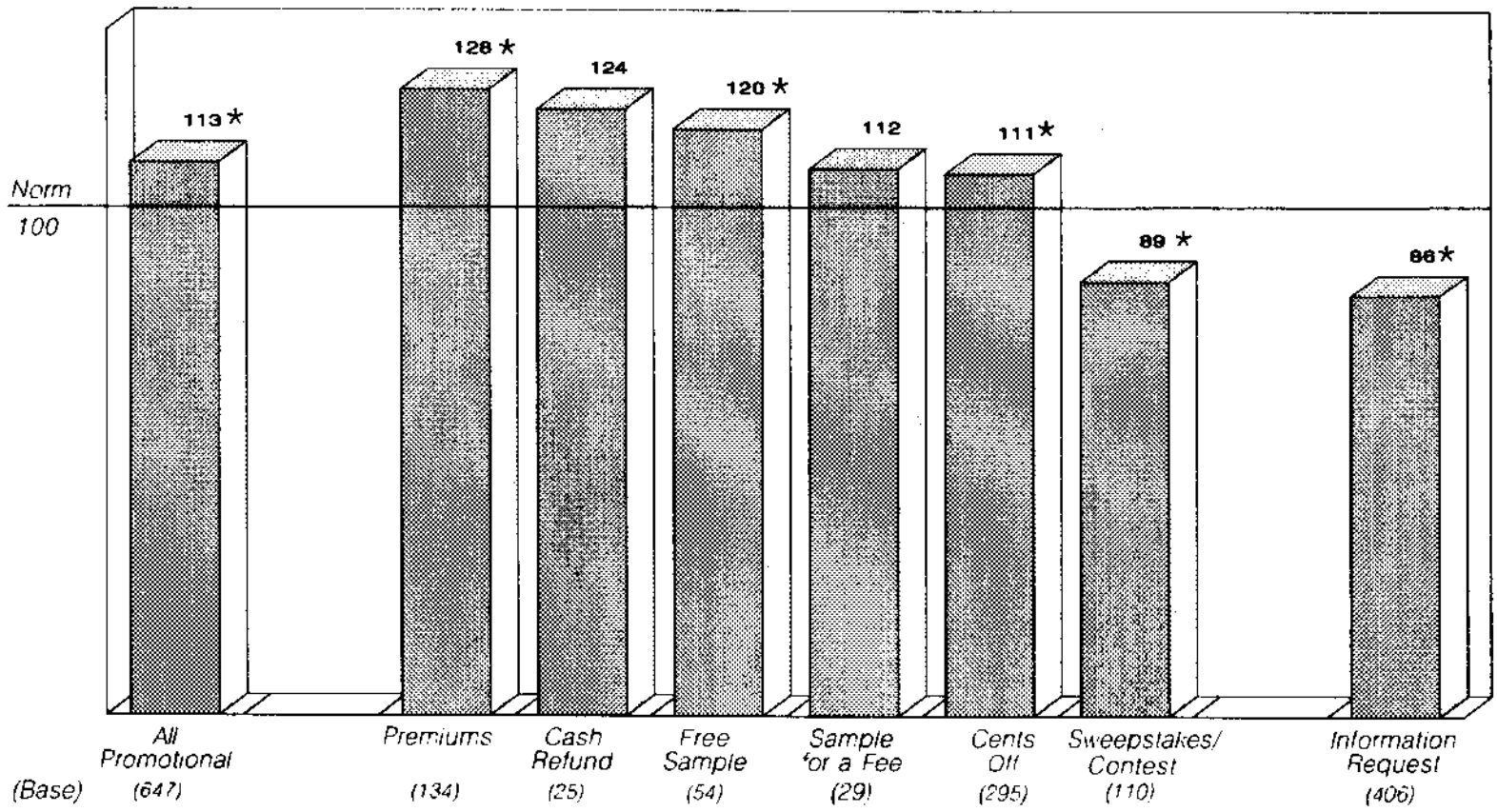
- *Cash refunds or samples for a fee are directionally but not significantly more memorable*

Information Request Coupon ads are less memorable

Coupon Ads

RECALL

* *Statistically Significant*



Memorability (Recall)

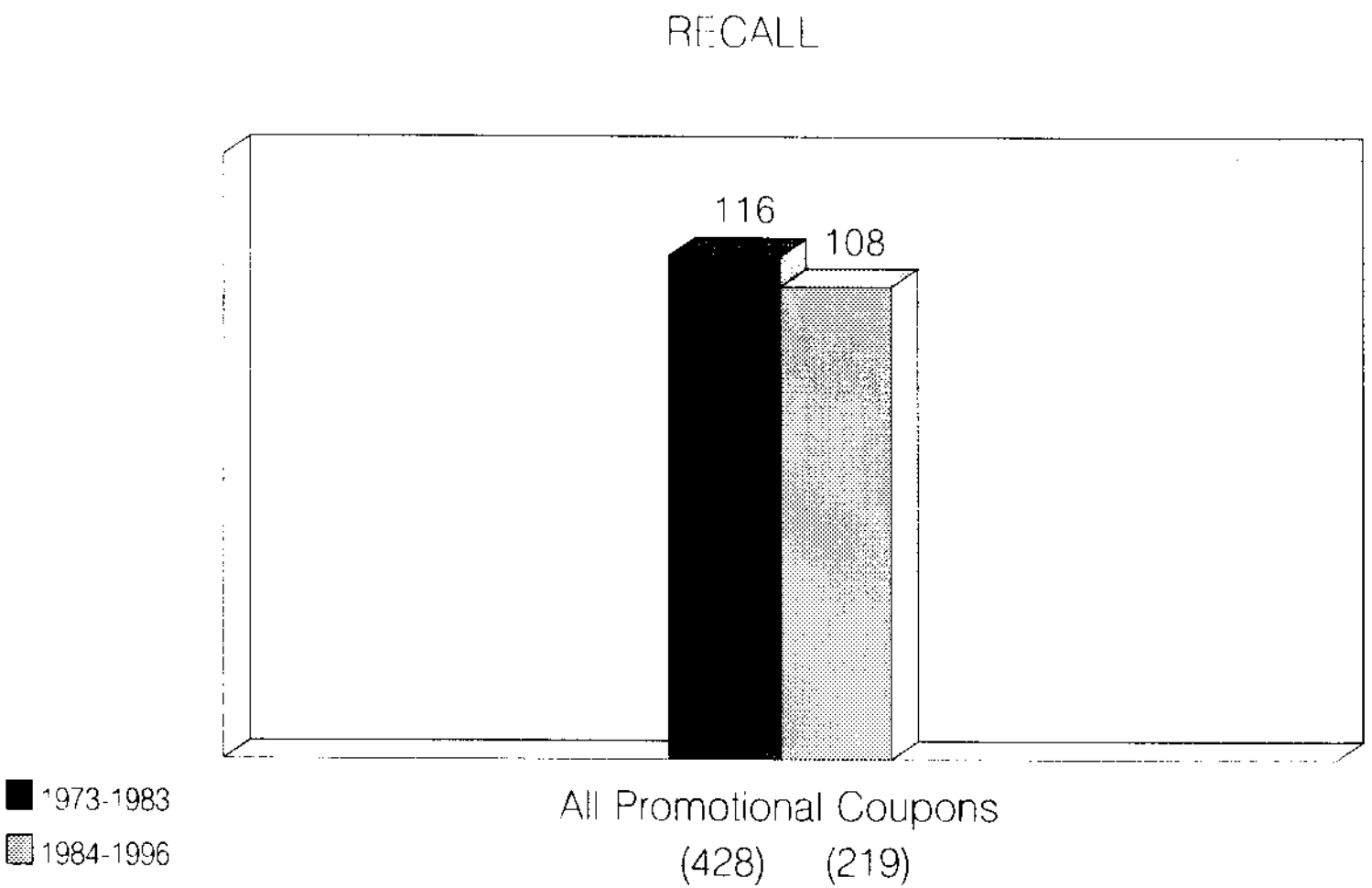
As a class, promotional advertising is 13% more memorable than all advertising

The Trend . . .

Promotional offers are less effective in boosting performance than they were 10 years ago

Cents-off is the dominant form of promotional magazine offers today (3 out of 4)

Coupon Ads


RECALL
116
108
1973-1983
1984-1996
All Promotional Coupons
(428) (219)

PERSUASION

Overall, promotional ads are neutral in effect on purchase interest except . . .

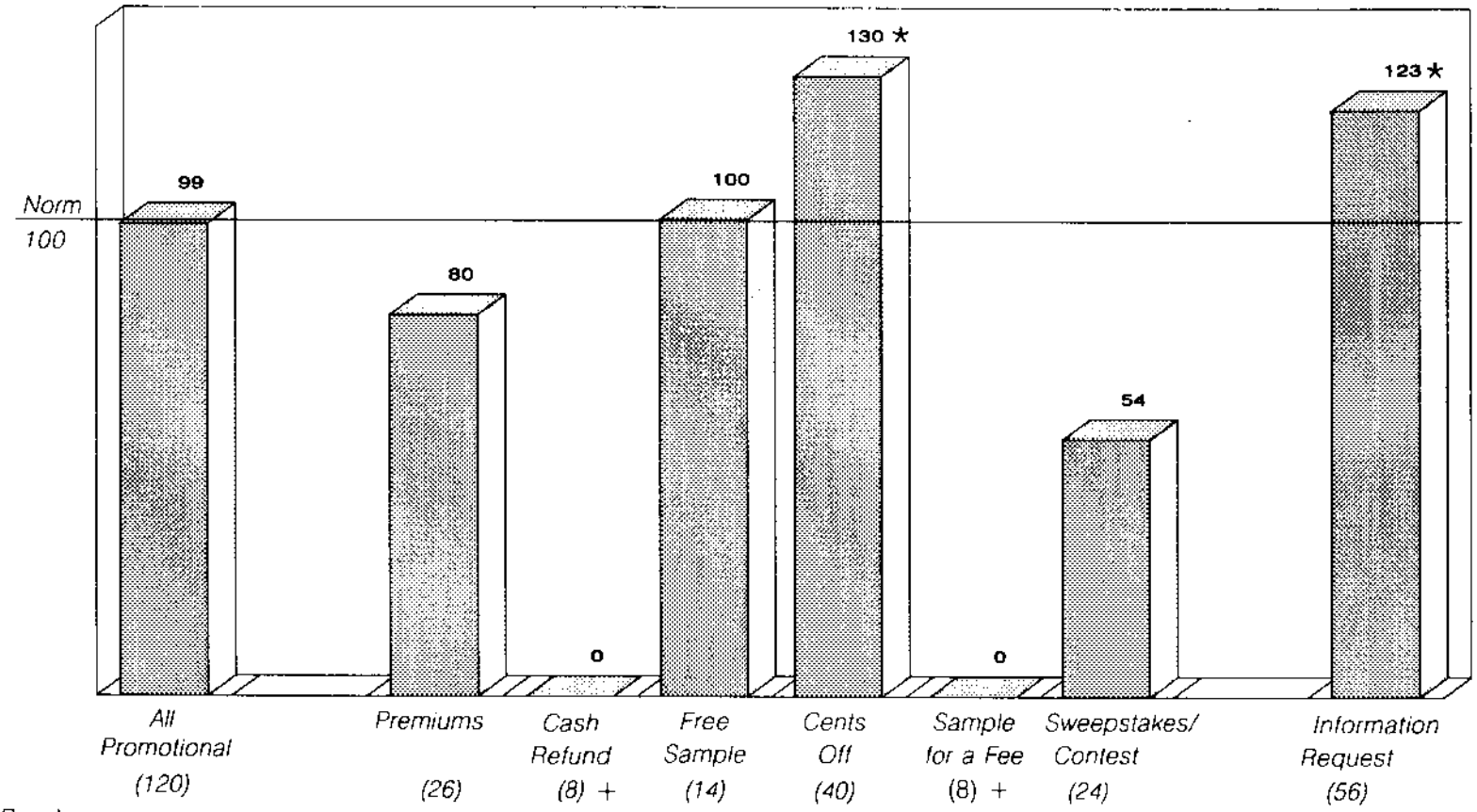
- *Cents off coupons augment purchase interest*
- *Sweepstakes or contest ads are less persuasive about the product*

Information request coupons are helpful (more persuasive)

Coupon Ads

PERSUASION

* *Statistically Significant*



(Base)

+Low Base

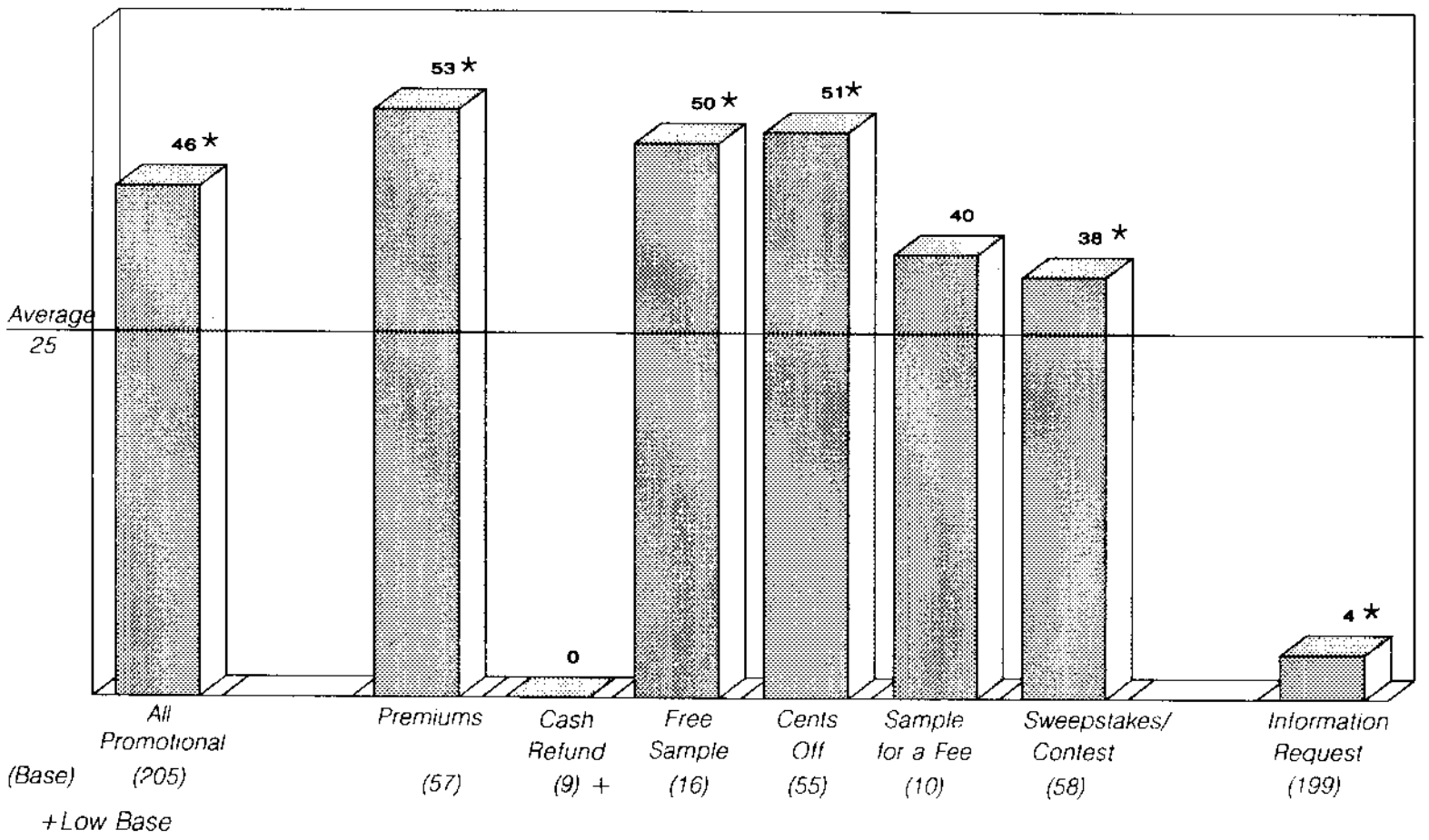
Idea Communication

- *Coupons have a tendency to overwhelm an ad's feature/benefit communication*
- *Coupon is mentioned as lead idea in 46% of promotional coupon ads*
- *However, this need not be the result in a well-constructed ad*

Coupon Ads

LEAD IDEA

*Statistically Significant



FACTORS WHICH DO AND DO NOT CONTRIBUTE TO HARD-WORKING COUPON ADS

Factors . . .

Integrate coupon in the ad . . .

- *Be noticeable*

  Show the coupon

  Mention in headline/body copy

- *. . . but not overpowering*

  Don't overwhelm the feature/benefit messages

  Communicate on both levels (offer and sales message)

Factors . . .

Use coupon to reinforce the sales message . . .

- *Show product/premium offer on coupon*
- *Reinforce sales message on coupon*

Specific Factor in Premium Category

- *Should relate to brand and/or product*

Summary

Coupon ads perform well, but performance varies by type of coupon

- $$$ ■ *Cents Off . . .*

  Memorability and persuasion higher than norm

- $$ ■ *Premium/Free Sample . . .*

  Memorability higher, but not persuasion

- $$ ■ *Information Request . . .*

  Memorability lower than norm, but persuasion higher

- $ ■ *Sweepstakes or Contests . . .*

  Memorability and persuasion lower than norm

Summary

- *Consider whether you want the promotional offer to displace the ad's feature/benefit messages*
- *When coupon is integrated, thoughts about the ad and brand are reinforced and expanded*
- *This leads to greater memorability and sometimes greater persuasion*

Remember . . .

Cents Off is no guarantee of success

and

Sweepstakes and Contests are no guarantee of failure

Summary

And . . .

- *Coupons don't usually improve a weak ad*
- *Coupons can complement strong ads*

APPENDIX

COUPON ADS

Coupon Ads

Factors...

Integrate coupon in the ad...

- *Be noticeable*

  Campbell's Gold Label Soups (W138)
  Fruit of the Loom Infant Underwear (T190)

- *...but not overpowering*

  Equal Low Calorie Sweetener and
  Coffee-mate (W71)



So we're giving you 15¢ off our everyday price.

Why wait for a special occasion to enjoy the taste of Campbell's® Gold Label Soups?

Our new Golden Classics™ are worth indulging in every day. Like this Chicken Vegetable with Long Grain and Wild Rice, or Sirloin Beef with Potatoes and Mushrooms, or Cheese Pasta (Tortellini) with Country Vegetables.

Or feast on our Creamy Naturals, like Creamy Asparagus or Creamy Broccoli.

They're all prepared with wholesome ingredients and nothing artificial.

Now if you still think you need a special occasion for such exquisite fare, we suggest you make one up!

CAMPBELL'S SOUP IS GOOD FOOD

MANUFACTURER'S COUPON | NO EXPIRATION DATE

15¢ Off any one of Campbell's Gold Label Soups.

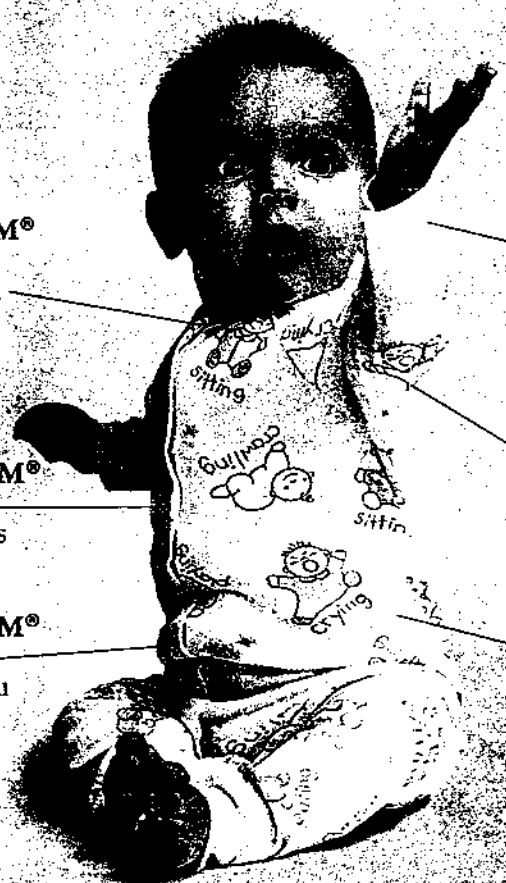
Try the new Golden Classics or the Creamy Naturals.

51000 125644



CONSUMER: One coupon per purchase. Good only on product indicated. Consumer pays any sales tax. GROCER: Redeem on terms stated for consumer upon purchase of product indicated. ANY OTHER USE CONSTITUTES FRAUD. For reimbursement of face value plus 8¢ mail to: CAMPBELL SOUP COMPANY, Dept. 5901, El Paso, Texas 79966. Failure to produce on request invoices proving purchase of stock covering coupons may void all coupons submitted. Void if taxed, restricted, prohibited or presented by other than retailers of our product. Cash value 1/100¢.

Your baby can't tell you what makes him comfortable. But we can.



FRUIT OF THE LOOM® neck openings are cut generously to give him a roomier fit.

FRUIT OF THE LOOM® snaps are covered so metal never touches his sensitive skin.

FRUIT OF THE LOOM® snaps are extra large, making it easier for you to dress him.

FRUIT OF THE LOOM® cuffs have flat-lock seams for a smoother feel against his wrists and ankles.

FRUIT OF THE LOOM® raglan sleeves allow him more freedom to move.

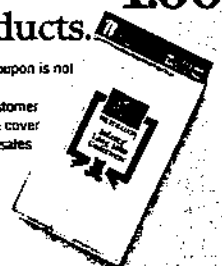
FRUIT OF THE LOOM® 100% cotton underwear is oversized to give him more room to grow and allow for shrinkage.

Save $1.00

MANUFACTURER'S COUPON | EXPIRES 10/31/96

Save $1.00

Save $1.00 on any one package of Fruit of the Loom infants' layette products.



Customer: Limit one coupon per purchase as specified on the face of this coupon. Any other use constitutes fraud. This coupon is not assignable or transferable. VOID IF TAXED.

Retailer: Fruit of the Loom will reimburse you for the face value of this coupon plus 8¢ handling, provided you and the customer have complied with the terms of this offer. Upon request, you must show invoices proving purchase of sufficient stock to cover coupons presented. Limit one coupon per purchase of product indicated. Consumer must pay any sales tax involved. Any other use constitutes fraud. Good only in U.S.A., Puerto Rico and U.S. military installations. Cash value 1/100¢. Void where prohibited or restricted. May not be copied or mechanically reproduced. Send valid coupons to: Fruit of the Loom, Inc., P.O. Box 430766, El Paso, TX 88543-0766. © 1995 Fruit of the Loom, Inc.

FRUIT OF THE LOOM.

20074

20074

© 1995 Fruit of the Loom, Inc.

A free deal...

FREE MANUFACTURER COUPON EXPIRES 1/31/86 FREE



Buy 2 Equal®, any size, get a FREE 6oz. jar of Coffee-mate® right now.

Buy two packages of Equal low-calorie sweetener in any combination of 50, 100 or 200 packet boxes or 100 tablet dispensers, and get a FREE 6 oz. jar of Coffee-mate non-dairy creamer (or, if you prefer, $1.00 off any 11 oz. or larger size jar).
CONSUMER: Limit one coupon per item purchased. This coupon good only on product sizes and flavors indicated.
RETAILER: Carnation will reimburse you your regular shelf price plus 8¢ if submitted in compliance with Carnation Company Store Coupon Redemption Policy dated April 2, 1984, a copy of which is available on request. Send coupons to: CARNATION COUPONS, Box 171, Pico Rivera, CA 90665. Cash value 1/20¢.

Shelf Price

FREE REDEEM THIS COUPON 50000 142583 FREE

Here's a coupon too sweet to resist. Just buy any two packages of Equal®, the only low-calorie sweetener with NutraSweet®* brand sweetener, and take a 6 oz. jar of Coffee-mate® along with you FREE.

But that's only half the deal. Use your Equal and Coffee-mate to make the delicious lower-in-calorie recipe below.

...that's as easy as pie.

CAFÉ AU LAIT PIE

(Makes 8 Servings)

- 1 envelope unflavored gelatin
- ¼ cup water
- ½ cup COFFEE-MATE® Non-Dairy Creamer
- 1¼ cups strong hot coffee
- 1 envelope low-calorie whipped topping mix
- 12 packets (1 gram each) EQUAL® Low-Calorie Sweetener
- 2 tablespoons coffee liqueur
- 1 chocolate flavored ready-prepared pie crust

Soften gelatin in water. Stir Coffee-mate into coffee in small mixer bowl; stir in softened gelatin mixture (heat to dissolve gelatin if necessary). Chill until mixture mounds from a spoon. Add dry whipped topping mix, Equal, and coffee liqueur to gelatin mixture. Beat on medium-high speed about 2 minutes or until thickened. Spoon into crust. Chill until firm.



*Equal and NutraSweet are registered trademarks of G. D. Searle & Co. for its low-calorie sweetener and sweetening ingredient.
Coffee-mate is a registered trademark of Carnation Co. for non-dairy creamer.

©1985 Carnation Company ©1985 Equal Inc.

Coupon Ads

Factors...

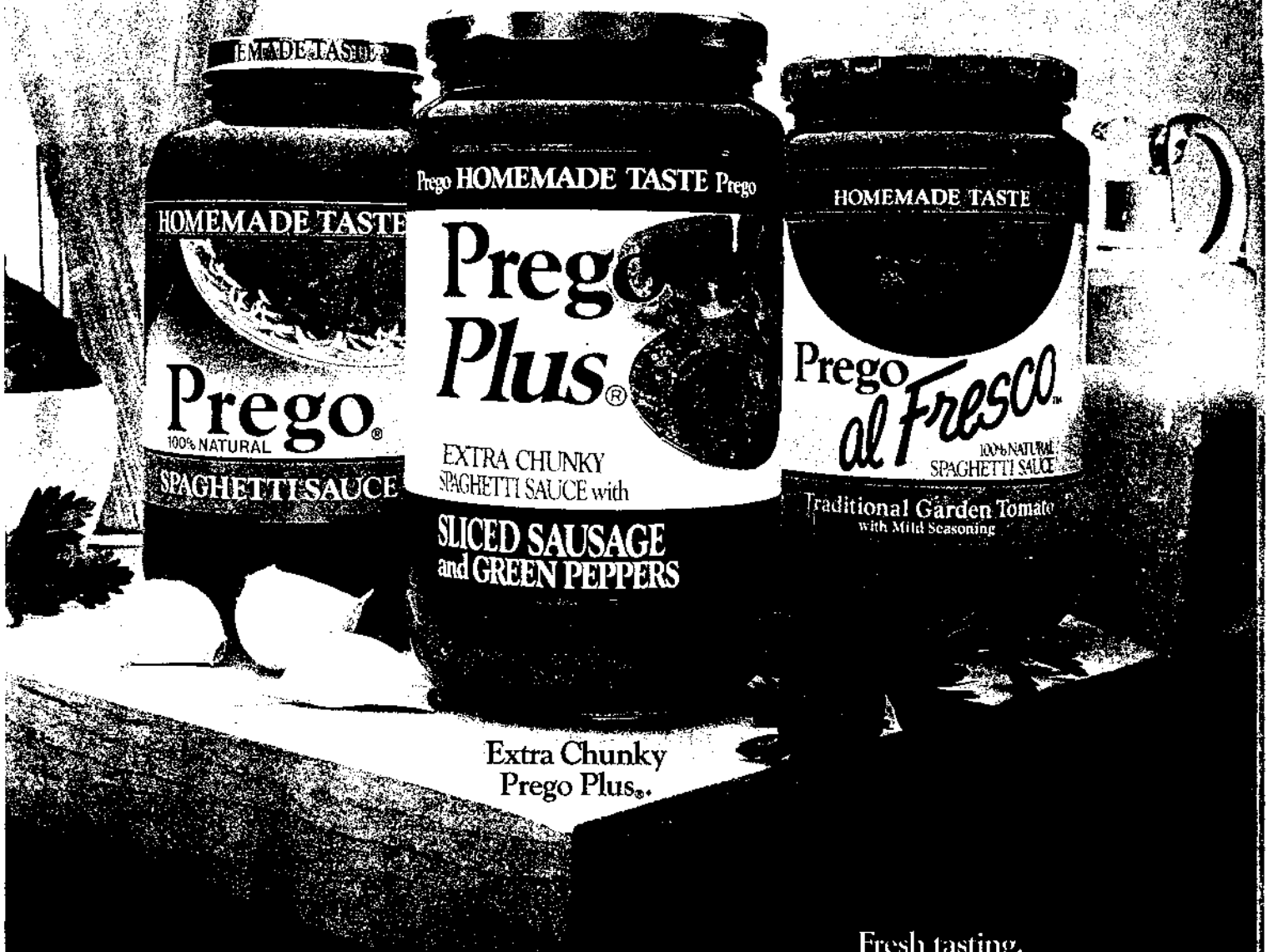
- *Show product/premium offer on coupon*

  Prego Plus Spaghetti Sauce (W189)

- *Reinforce sales message on coupon*

  Kellogg's Raisin Bran (W132)

A TASTY OFFER FROM PREGO®!



Extra Chunky
Prego Plus®.

Thick and rich
Original Prego®.

Fresh tasting,
lightly seasoned al Fresco™.

FREE Stevens Line Potholder (with Proofs-of-Purchase and Postage and Handling.)

HERE'S HOW TO ORDER:
Submit 3 labels from any size or variety of Prego Plus and 50¢ (check or money order) to cover postage and handling.

I have enclosed _____ (number of labels) with a check or money order for $ _____ payable to Prego Kitchens.

Quantity		Labels Enclosed	Quantity Ordered(s)
_____	8"x 8" Stevens Linen Wood Duck Potholder(s)! 3 Prego Plus labels plus 50¢ postage and handling for each potholder	_____	_____
_____	Stevens Linen Terry Dish Towel. 1 Prego Label from any size or variety plus $2.25 for each towel.	_____	_____

PLUS: Order a matching terry dish towel for only one additional Prego Label from any size or variety and $2.25 (check or money order)*

*NOTE: A matching terry dish towel can only be obtained with each potholder order.

MAIL TO: Prego KITCHENS
P.O. BOX 1223
Young America, MN 55394

Name _____
(please print)

Address _____ Apt. _____

City _____

State _____ Zip _____

OFFER EXPIRES SEPTEMBER 30, 1987 and limited to five (5) potholders/towels per address. Offer good only while supplies last and good only in U.S.A., Puerto Rico and U.S. military installations. Allow 8 weeks for handling. Void where taxed, restricted or forbidden by law. © 1987 Campbell Soup Company, Camden, NJ 08101.

NO EXPIRATION DATE

25¢ ON ONE

SAVE 25¢
ON ANY SIZE OR VARIETY OF
Prego Plus® spaghetti sauce



CONSUMER: One coupon per purchase. Good only on product indicated. Consumer pays any sales tax.
GROCER: Redeem on terms stated for consumer upon purchase of product indicated. ANY OTHER USE CONSTITUTES FRAUD. For reimbursement of face value plus 8¢, mail to: **CAMPBELL SOUP COMPANY, Dept. 5501, El Paso, Texas 79966.** Failure to produce on request invoices proving purchase of stock covering coupons may void all coupons submitted. Void if taxed, restricted, prohibited or presented by other than retailers of our products. Cash value 1/100¢.

25¢ Prego Plus ON ONE

51000 530231



All your kids see are raisins.

Your kids love the fiber in Kellogg's® Raisin Bran,® and they don't even know it. That's because Kellogg's packs its Raisin Bran with two big scoops of raisins. So your kids get fiber they need with a taste they love. (And 100% of the U.S. R.D.A. of iron!) Delicious Kellogg's Raisin Bran. What they don't know is good for them.

40¢ MANUFACTURER COUPON

SAVE 40¢
ON YOUR NEXT PURCHASE OF:

Fiber Kids Love.
Kellogg's

40¢



NO EXPIRATION DATE 40¢

CONSUMER: Offer good on all sizes EXCEPT single-serving size packages and is limited to one coupon per package purchased.

® RETAILER: KELLOGG SALES COMPANY will redeem this coupon in accordance with our redemption policy, copies available upon request. Cash value 1/100¢. Void where prohibited, taxed or restricted by law. Mail coupons to: DEPT. K, P.O. BOX 20020, EL PASO, TX 79998.

® Kellogg Company © 1987 Kellogg Company

5 38000 56140 0

3191

® Kellogg Company © 1987 Kellogg Company

Coupon Ads

Specific Factor in Premium Category

- *Should relate to brand and/or product*

  Crystal Light Drink (W135)

  Cover Girl SideKick Cosmetic Cases (W105)



$21.50 off the look!

MAIL-IN CERTIFICATE

- $28 comparable retail value for only $6.50 (plus 50¢ postage & handling).
- Polyester/Cotton/Lycra™ spandex/nylon w/cotton crotch.

To receive your **designer workout wear from Crystal Light,™** send $7.00 (check or money order) and the UPC symbols (■■■) from 2 cans of any flavor Crystal Light™ Drink Mix to: General Foods Corporation, P.O. Box 4440, Kankakee, IL 60902.

CHECK ONE:

- ☐ SMALL (6-8)
- ☐ MEDIUM (10-12)
- ☐ LARGE (14-16)

Name _____

Address _____

City _____

State _____ Zip _____

OFFER EXPIRES DECEMBER 31, 1985

Offer void where prohibited, taxed or otherwise restricted. Allow 6-8 weeks for processing request. Offer good only in U.S.A., Puerto Rico and U.S. Government installations. Certificate may not be transferred, exchanged or sold nor may it be reproduced or copied.

GENERAL FOODS

$1.50 off the taste!

MANUFACTURER'S COUPON
COUPON EXPIRES NOVEMBER 30, 1985

SAVE 30¢
on 1 canister any flavor

GL020176

5 43000 85130 00

This coupon good only on purchase of product indicated. Any other use constitutes fraud. COUPON NOT TRANSFERABLE. LIMIT—ONE COUPON PER PURCHASE.

To the retailer: GFC will reimburse you for the face value of this coupon plus 8¢ if submitted in compliance with GFC Redemption Policy C-1, incorporated herein by reference. Valid only if redeemed by retail distributors of our merchandise or anyone specifically authorized by GFC. Cash value 1/20¢. Mail to: General Foods Corporation, P.O. Box 103, Kankakee, IL 60902.

GENERAL FOODS CORPORATION

30¢

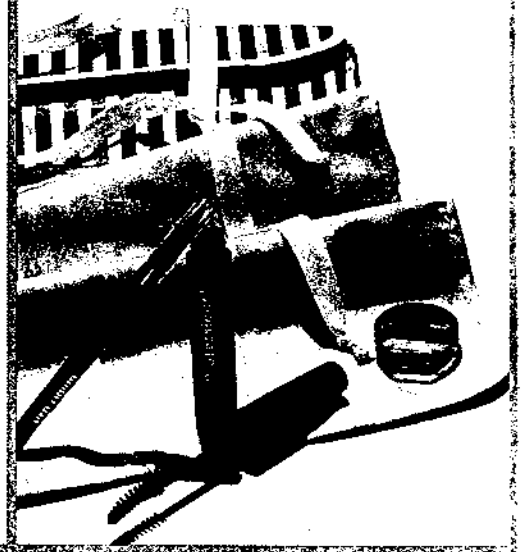
©1985 General Foods Corporation Sweetened with NutraSweet ®® trademark of G.D. Searle & Co. for its brand of sweetening ingredient.

Skincare SideKicks





Eyes SideKicks



Kick off
all season with beautiful savings!
Everything you need in 4 go-anywhere CG SideKick
cosmetic cases filled with three perfect color & care essentials
and the hottest beauty tips booklet.
To take you beautifully through the season and beyond.
They're great to roll, hang and tie closed.



COVER GIRL®
BEAUTY SIDEKICKS

A $25.00 value, each for only
$12.49*



Look for the
Cover Girl Beauty SideKicks
display at your favorite store and kick off
the season looking your best.
They're a limited edition,
so get them before they're gone!

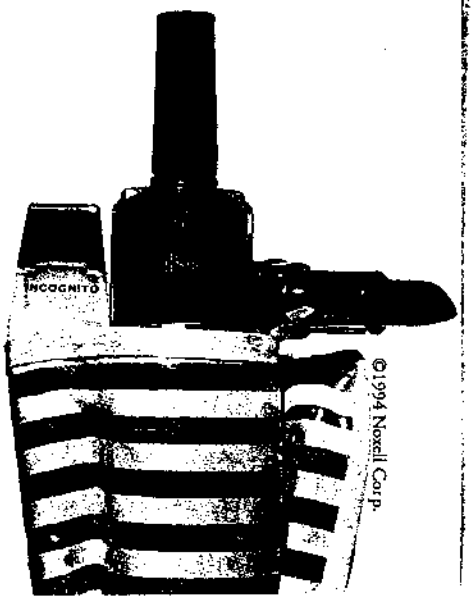
*Manufacturer's suggested retail price.

Face SideKicks





Color SideKicks



©1994 Noxell Corp.

Summary

- *Cents off is no guarantee of success*

  Village Saucerie (W73)

- *Sweepstakes and Contests are no guarantee of failure*

  Quaker Oats Cereal (W122)
  Breck Hair Care Products (W147)


Now presenting in the
SPICE AISLE

NEW

VILLAGE SAUCERIE™

The delicious new way to season chicken & create a luscious sauce.

Low Fat

With new Village Saucerie, you can enjoy the baked-in flavor of homemade chicken and sauce.

More than a spice or a seasoning, Village Saucerie is 21 truly wonderful ingredients that bake with the chicken's natural juices to season chicken and make a luscious sauce.

Just: 1. Add water.
2. Shake on Village Saucerie.
3. Cover with foil and bake.

Village Saucerie is low in fat and contains no cholesterol. Try all four mouthwatering flavors!

3 Easy Steps



No Cholesterol

Garden Herb
A harvest of garden vegetables like carrots, celery and onions, complemented with a bounty of herbs.

Garlic & Herb
A tempting blend of garlic, sweet basil, oregano and other savory Italian herbs.

Country Homestyle
A light, creamy blend with a subtle flavor of onions, herbs and seasonings.

Southwest
A festive combination of tomatoes, onions, sweet bell peppers and zesty spices.



MANUFACTURERS COUPON | EXPIRES 7-31-94

Save 40¢

On New Village Saucerie™

Seasons chicken and makes a luscious sauce.

RETAILER: Alberto-Culver will reimburse you for face value of coupon plus 8¢ if submitted in compliance with our coupon redemption policy, available on request. Cash Value V100¢. Mail to Alberto-Culver, CMS Dept. 22400, One Fawcett Drive, Del Rio, Texas 78840. Limit one coupon per purchase.

In the spice aisle

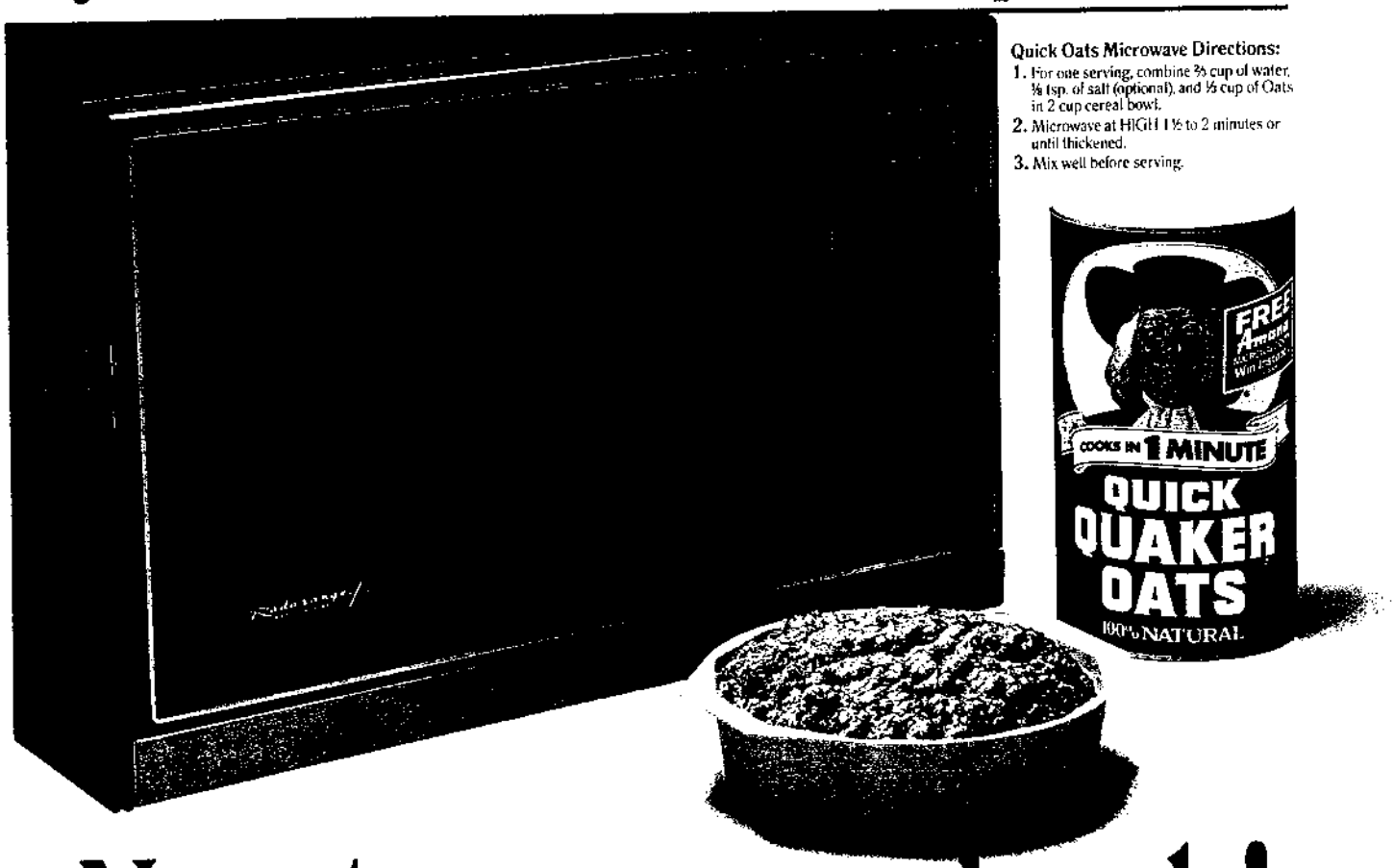


22400-2560

© 1994 Alberto-Culver USA, Inc.

11 million chances to win! No way to lose!

Quaker® Oats Microwave Sweepstakes!



Quick Oats Microwave Directions:

1. For one serving, combine ⅔ cup of water, ⅛ tsp. of salt (optional), and ½ cup of Oats in 2 cup cereal bowl.
2. Microwave at HIGH 1½ to 2 minutes or until thickened.
3. Mix well before serving.

No pot, no mess, no hassle!

Now you can cook Quaker Oats right in the microwave, right in the bowl—in just 90 seconds. And the news gets better. Quaker Oats and Amana® are giving away 1,500 free microwave ovens. You'll find instant win game cards inside over 11 million specially marked packages of Quaker Oats. You could find you've won either a free microwave or one of 5,000 sets of Anchor Hocking Microwave Cookware. And if you didn't win those prizes, you're sure to get coupons for Aunt Jemima® Frozen Pancakes, Benihana® Frozen Entrees and Swanson® Homestyle Recipe™ Entrees.

Quaker Oats. It's The Right Thing To Do.™

And the easy way to do it.

— OFFICIAL RULES —

1. NO PURCHASE NECESSARY: A game card with Official Rules is packed inside specially marked packages of Quaker Oats, or you may obtain a game card and set of Official Rules by hand printing your name, address, zip code and telephone number on a plain 3" x 5" piece of paper and mailing it with a stamped, self-addressed business size envelope to: **"Quaker Oats Goes Microwave" Game Card Request, P.O. Box 4521, Young America, MN 55399.** Residents of Vermont and Washington may omit postage. Requests must be postmarked by **February 28, 1988.** Game Piece requests honored only while supplies last.

2. Sweepstakes begins approximately **September 1, 1987** and ends **March 31, 1988.**

3. PRIZES TO BE AWARDED: 1,500 Grand Prize winners of Amana® Radarange® Microwave Ovens valued at $229.00 each, and 5,000 First Prize winners of Anchor Hocking Microwave sets valued at $11.99 each. Total retail value of all prizes is $403,450. Odds of winning are: Grand Prize; 1 in 7,942, First Prize; 1 in 2,383. Void where prohibited by law.

4. Sweepstakes is sponsored by: The Quaker Oats Company, P.O. Box 9003, Chicago, IL 60604-9003.

Do You Know A Breck® Girl?

She Could Win $5,000 Cash, A National Breck Spokesmodeling Contract and Many Other Exclusive Prizes!



The Search Is On For Three New Breck Girls of 1995!

For over 40 years, Breck Girls were synonymous with beautiful hair and All-American good looks. Millions of women, of all ages, wanted to be Breck Girls and longed to be featured in Breck's famous print ads and television commercials. The Breck Girl advertising campaign helped launch the careers of many of today's hottest film and television stars, including **Brooke Shields**!

It's 1994 and the Breck Girl is back! She's beautiful, intelligent, articulate, committed to her family, her career and her community and she leads an active, healthy life!

And now, Breck is searching for THREE NEW BRECK GIRLS OF 1995...you could be one of them! Send us, *postmarked by December 1, 1994*, a completed entry form (or a 3" x 5" card with your name, address, day phone number, age and store(s) where Breck products purchased), two proofs of purchase from any Breck products and a 1-to 3-minute 1/2" VHS videotape of yourself, telling us who you are and why you want to be a NEW BRECK GIRL. Videotapes will not be returned.

Three winners will be selected, one from each age category: 5 to 21, 22 to 39 and 40 and over. Entrants will be judged based on hair beauty, personality, articulation and overall presentation by a panel of Breck judges. Each winner will receive: $5,000 cash, a contract as National Breck Spokesmodel, an all expense paid trip for two to Phoenix for the Gala Awards Ceremony in April of '95, a print of the original pastel portrait of herself that will be hung in the Breck Hall of Fame Museum, a $2,000 gold and diamond Breck pin and a year's supply of Breck products. See the entry form below for contest details.

Do You Know A Breck Girl? Official Contest Rules – ***Entries Must Be Postmarked By December 1, 1994.***

1. Mail your completed entry form, two proofs of purchase and 1/2" VHS videotape to: DO YOU KNOW A BRECK GIRL?, c/o PS Merchandising, P.O. Box 4650, Naperville, IL 60567-4650. Limit one entry per person. THE DIAL CORP and its agencies are not responsible for lost, late, stolen, damaged or misdirected mail, or for entries mailed with insufficient postage. Mutilated, distorted or illegible entries will be disqualified. Videotapes that are more than 3 minutes or less than 1 minute in length and are not rewound to the beginning will be disqualified. Entries become the property of THE DIAL CORP and will not be returned. No correspondence will be acknowledged. No mechanical reproductions will be accepted.

2. Thirty finalists, two from each age category, will be selected by January 15, 1995. Entrants must be at least 5 years of age by December 1, 1994 to be eligible. All thirty finalists will receive Letters of Congratulations and 1-year supplies of Breck products by January 15, 1995. Affidavits of eligibility and consent forms provided must be signed and returned by January 20, 1995 or entrants will not be eligible for super finalist status. Six super finalists, two from each age category, will be selected by February 15, 1995 by a panel of judges appointed by THE DIAL CORP and will be required to agree to the terms of a National Breck Spokesmodeling Agreement as a condition of eligibility for super finalist status. All six super finalists (plus one guest each) will receive a trip to Phoenix in April of '95 for interviews, judging and the Gala Awards Ceremony. Super finalists will also receive commemorative plaques.

3. All entrants will be judged based on hair beauty, personality, articulation and overall presentation. Six super finalists will be selected from the thirty finalists on or before February 15, 1995. Super finalists will be selected through personal interviews that will take place between January 23 and February 10, 1995. All super finalists will be notified by mail. All six super finalists (plus one guest each) will be transported to Phoenix in April of '95 for interviews, final judging and the Gala Awards Ceremony. Three winners will be selected from the six super finalists and will be announced at the Gala Awards Ceremony. If a winner is under 18 years of age, prizes must be claimed by a parent or legal guardian of the winner. Prizes are non-transferable and cannot be sold or redeemed for cash. Entrants selected who fail to meet eligibility requirements, will be replaced by other qualified entrants.

4. Super finalists will each receive: round trip coach airfare for two to Phoenix from the major airport nearest the super finalist's home, transportation to and from the airport, all meals, accomodations for two in Phoenix and a commemorative plaque (approximate retail value $2,000). THREE WINNERS, ONE FROM EACH AGE CATEGORY, WILL EACH RECEIVE: $5,000 cash, a contract as National Breck Spokesmodel, a print (valued at $300) of the original pastel portrait of herself that will be hung in the Breck Hall of Fame Museum and a gold and diamond Breck pin (valued at $2,000). Each winner will be required to participate in the Gala Awards Ceremony in Phoenix in April of '95, to pose for a pastel portrait and a May '95 print advertisement in *PEOPLE MAGAZINE* and participate in other promotional events set forth in the National Breck Spokesmodeling Agreement.

5. GENERAL PROVISIONS: Contest is void where taxed, restricted or prohibited by law. Contest is open to residents of the U.S., excluding employees of participating radio stations, THE DIAL CORP, and their parents, affiliates, subsidiaries, agencies, and their immediate families or those living in their households. Winners are responsible for all federal, state and local taxes on prizes. All applicable state and local laws and regulations apply. All finalists will be required to execute affidavits of eligibility and releases to remain in contention. All finalists, by acceptance of prizes, agree to release THE DIAL CORP, PS Productions, Inc. and all participating radio stations, together with their respective directors, officers, employees and assigns and their parent companies and subsidiaries from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons and property which may be sustained in connection with traveling to, preparing for and/or participating in any prize-related activity. Finalists will be required to consent to the use of their names, likenesses and prize information for promotional purposes without charge, unless prohibited by law.

6. For a list of winners, send a stamped, self-addressed #10 envelope after April 30, 1995 to DO YOU KNOW A BRECK GIRL?, c/o PS Productions, 6 E. Huron, Chicago, IL 60611.

Breck® Products are Available at Kmart, Hills, McCrory's and Rite Aid

BASF *Official Videotape Sponsor*

Do You Know A Breck Girl? Official Contest Entry Form

Entries Must Be Postmarked by December 1, 1994 To Be Eligible.

TO ENTER: Send this completed entry form (or a 3" x 5" card with the information listed below), two proofs of purchase from any Breck products (i.e., plastic tops from Shampoo or Conditioner caps and/or punched out "B"s from tops of Hair Spray caps PLUS your dated cash register receipt with prices of the Breck products circled) and a 1- to 3-minute 1/2" VHS videotape of yourself, telling us who you are and why you want to be a NEW BRECK GIRL, postmarked by December 1, 1994, to: **Do You Know A Breck Girl?**
c/o PS Merchandising
P.O. Box 4650
Naperville, IL 60567-4650

Videotapes will not be returned.

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DAY PHONE NUMBER: _____

AGE CATEGORY (Check One): 5 to 21 _____ 22 to 39 _____ 40 and over _____

STORE(S) WHERE BRECK PRODUCTS PURCHASED: _____

MANUFACTURER'S COUPON | EXPIRES MARCH 31,1995

SAVE 25¢

On Any Breck® Shampoo, Conditioner or Hair Spray



Retailer: THE DIAL CORP will reimburse you the face value of this coupon plus 8¢ handling provided it is redeemed by a consumer at the time of purchase on the brand specified. Coupons not properly redeemed will be void and held. Reproduction of this coupon is expressly prohibited. (ANY OTHER USE CONSTITUTES FRAUD.) Mail to: THE DIAL CORP, CMS DEPARTMENT 17000, 1 FAWCETT DRIVE, DEL RIO, TX 78840. Cash value .001¢. Void where taxed or restricted. LIMIT ONE COUPON PER ITEM PURCHASED.

THE DIAL CORP

28703

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Coupon Ads

Summary

- *Coupons don't usually improve a weak ad*

  Fresh Chef Soup, Salad, or Sauce (W37)

  Dep Personal Care Products (W14)

- *Coupons can complement strong ads*

  Reese's Peanut Butter Puffs Cereal (W118) (no coupon)

  Reese's Peanut Butter Puffs Cereal (W186) (with coupon)

  Hellmann's Mayonnaise Dressing (W121)



Refrigerated Fresh Chef Soups, Salads, and Sauces. Fresh taste in the dairy case.

Just send one label from any size or variety of Fresh Chef™ Soup, Salad or Sauce to receive your free copy of the Fresh Chef Menu Planner and money saving coupon worth 20¢ off the purchase of any Fresh Chef product.
Mail to: Get Fresh
P.O. Box 4500
Monticello, MN 55365

Name _____

Address _____ Apt. _____

City/State/Zip _____

Offer good until May 31, 1987 or while supplies last. Offer good only in U.S.A., Puerto Rico, and U.S. military installations. Please allow 6-8 weeks for handling. Limit: one FREE Menu Planner per family, group or organization. Void where prohibited, taxed or restricted by law. This form must accompany your request and may not be reproduced.

©1986 Campbell Soup Company.

Fresh Chef Products currently not available in all areas.

Depend on quality personal care products from Dep to



brighten your smile



© Dep Corporation 1989

style your hair



freshen your breath



soften your skin

50¢ Off

any regular size Topol product.

TO RETAILER: Dep will redeem this coupon in accordance with our redemption policy; copies available upon request. We will reimburse you face value plus 8¢ handling provided you have redeemed it in your store with customer purchase. Mail to: DEP Corporation, P.O. Box 880393, El Paso, TX 88588-00393. Limit one coupon per purchase. Expires 12/31/89.



Topol®

41670 103997

and pamper your budget.

$1.00 Off

any 4 oz. size Original or Sunscreen formula.

TO RETAILER: Dep will redeem this coupon in accordance with our redemption policy; copies available upon request. We will reimburse you face value plus 8¢ handling provided you have redeemed it in your store with customer purchase. Mail to: DEP Corporation, P.O. Box 880393, El Paso, TX 88588-00393. Limit one coupon per purchase. Expires 12/31/89.



Porcelana®

41670 103963

50¢ Off

any regular size Original or Mint.



TO RETAILER: Dep will redeem this coupon in accordance with our redemption policy; copies available upon request. We will reimburse you face value plus 8¢ handling provided you have redeemed it in your store with customer purchase. Mail to: DEP Corporation, P.O. Box 880393, El Paso, TX 88588-00393. Limit one coupon per purchase. Expires 12/31/89.

Lavoris®

41670 104003

50¢ Off

any Dep for Styling Gel Pump. Available in Super Hold, Balsam Extra Hold, Regular Hold and For Damaged Hair.

TO RETAILER: Dep will redeem this coupon in accordance with our redemption policy; copies available upon request. We will reimburse you face value plus 8¢ handling provided you have redeemed it in your store with customer purchase. Mail to: DEP Corporation, P.O. Box 880393, El Paso, TX 88588-00393. Limit one coupon per purchase. Expires 12/31/89.



Dep®

41670 103971

50¢ Off

Dep Sculpt & Hold Spritzer or Spray.



TO RETAILER: Dep will redeem this coupon in accordance with our redemption policy; copies available upon request. We will reimburse you face value plus 8¢ handling provided you have redeemed it in your store with customer purchase. Mail to: DEP Corporation, P.O. Box 880393, El Paso, TX 88588-00393. Limit one coupon per purchase. Not valid on trial size. Expires 12/31/89.

Dep®

41670 103989

50¢ Off

any regular size Cuticura product.

TO RETAILER: Dep will redeem this coupon in accordance with our redemption policy; copies available upon request. We will reimburse you face value plus 8¢ handling provided you have redeemed it in your store with customer purchase. Mail to: DEP Corporation, P.O. Box 880393, El Paso, TX 88588-00393. Limit one coupon per purchase. Expires 12/31/89.



Cuticura®

41670 103955



Introducing the Reese's™ you eat with a spoon.



New Reese's™ Peanut Butter Puffs™ cereal. A whole new way to enjoy the taste of a Reese's® Peanut Butter Cup. Wholesome puffs of corn made with real Reese's™ Peanut Butter and delicious Hershey's® Cocoa. Pass out the spoons and crunch into the taste.

Reese's, Hershey's, & It's the Reese's you eat with a spoon are trademarks used under license. ©1994 General Mills, Inc.



Introducing the Reese's™ you eat with a spoon.



New Reese's™ Peanut Butter Puffs™ cereal. A whole new way to enjoy the taste of a Reese's® Peanut Butter Cup. Wholesome puffs of corn made with real Reese's™ Peanut Butter and delicious Hershey's® Cocoa. Pass out the spoons and crunch into the taste.

MFR COUPON | NO EXPIRATION DATE

DZ60

Save 75¢ when you buy 14.25 OZ. ONLY REESE'S™ PEANUT BUTTER PUFFS™



Good Cereal Good Value

Reese's, Hershey's, & It's the Reese's you eat with a spoon are trademarks used under license. © 1994 General Mills, Inc.

A73145 0894 5 16000 72775 0

Hellmann's® Reduced Fat. Never has so little fat tasted so big.



You don't have to give up taste to cut down on fat.

Try Hellmann's® Reduced Fat Mayonnaise Dressing. Only one third the fat of regular mayonnaise, zero cholesterol and the great taste of Hellmann's.

Bring out the Hellmann's... bring out the best.®

MANUFACTURER'S COUPON | EXPIRES NOVEMBER 30, 1994

SAVE 50¢

On one 32 oz. Hellmann's® Reduced Fat Mayonnaise Dressing.

266167

CONSUMER: Limit one coupon per purchase and you must pay all applicable sales taxes. Void where prohibited, taxed or otherwise restricted. Cash value 1/100¢.
RETAILER: Best Foods will reimburse you the face value of this coupon plus 8¢ if submitted in full compliance with the Best Foods Redemption Policy. Send coupons for redemption to: Best Foods, CMS Dept. #48001, 1 Fawcett Drive, Del Rio, TX 78840.

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GALLUP & ROBINSON, INC.

Research For More Effective Communications

An Introduction to the Company and its Services

Gallup & Robinson was founded in 1948 by Dr. George Gallup and Dr. Claude Robinson to apply proven survey research methods to the study of advertising effectiveness. Through their efforts and the professionalism of those who followed them, G&R has become a pioneering leader in providing advertisers and agencies with a broad range of research capabilities for assessing the effectiveness and efficiency of their advertising.

G&R uses its experience in attitudinal and behavioral research to offer evaluative and diagnostic services that enable the client to better understand, communicate with and influence its markets, and to act upon the results with confidence.

Having innovated many of the techniques now standard in the industry, with an unmatched experience base of over 200,000 tested ads and commercials, and with an international reputation for expertise and professionalism, G&R is uniquely qualified to serve your communications research needs.

G&R areas of specialization include copy research, tracking, concept testing, claims substantiation, media research and spokesperson testing. In addition, G&R offers custom research capabilities across the full communication spectrum in both the consumer and business-to-business segments. A growing international presence allows us to conduct our studies literally worldwide.

- **COPY TESTING**

Understanding the performance of individual advertising executions and campaigns - their strengths and weaknesses - in the context of other alternatives, past experience or category norms.

TV	Magazines	FSI's	Evaluative & Diagnostic	Pre-testing & Post-testing
Radio	Newspapers	Direct Mail	Syndicated & Custom	Rough & Finished Ads

In-magazine, on-air and video cassette testing systems, offered on both syndicated (shared cost) and customized bases, are suitable for testing rough as well as finished executions in the context in which they are exposed and the environment in which they are received. Portfolio/clutter and round robin designs can be cost-effective alternatives for sorting among alternative executions. Validated measures assess performance across the entire communication spectrum. New analytic techniques like Advertising Response Modeling (ARM) and Concept Convergence Analysis (CCA) yield a richer understanding of an ad's cognitive and image value.

Among our services are:

InTeleTest - premier television commercial testing yields validated, evaluative and full-sample diagnostic information in one system. Commercials are exposed using an at-home, in-program context via VCR cassettes among widely dispersed samples.

In-View - invited viewing for obtaining on-air performance (recall and persuasion). Respondents can be invited to view the show in which the commercial is airing or has been placed into for testing.

Magazine Impact Research Service (MIRS) - the industry standard for magazine ad testing. Ads are tested using an at-home, in-magazine context among widely dispersed samples. The system offers standardized measures with flexible design options. Test ads may naturally appear in the magazine or are inserted for testing.

FasTrac - new pre-testing service for television, print ads and FSI's. Combining qualitative and quantitative analysis in a mall-intercept environment, FasTrac provides a full range of multiple, in-depth measures. Its speed and pricing make it particularly attractive for tight timeframes and budgets.

In addition, G&R has considerable experience in testing other forms of advertising, including newspaper, radio, infomercials, FSI's, direct mail and new media.

- **TRACKING STUDIES**

Assessing the aggregate effect of a company's advertising on the market in creating awareness, building knowledge, enhancing attitudes, and generating purchase intent.

Periodic snapshots of a market's perceptions of a company, brand and/or its advertising can provide important insights about how it is perceived, differences from competition and changes over time. Special analytic options for overlaying an advertiser's media schedule with the reported media habits of respondents allow the sample to be divided into "opportunity-to-see" subgroups. This permits an analysis of the contribution and efficiency of various levels of exposure to a company's advertising in meeting marketing objectives. Advanced statistical modeling reveals fresh insights about potentially key segments.

- **CONCEPT TESTING**

Gauging the potential of the concept or idea behind new advertising before time and material are invested in it.

Nothing is more important to an ad's success than the concept or idea that lies behind it. In many cases people can react to concepts, and research can gauge reaction before time and money are invested into making the ads. Quantitative data, supplemented by qualitative (and sometimes the reverse) reveal possible strengths and weaknesses. The obtained data provides an evaluation of alternate positionings, ideas for advertising copy, and the potential for rough sales estimates.

• CLAIMS SUBSTANTIATION RESEARCH

Demonstrating market reaction to advertising messages or claims, usually to support or to challenge possible actions by media review bodies, regulatory agencies or courts.

Data is collected independently and according to industry practice to allow for the quantification of how audiences perceive and evaluate messages about products. Studies are generally simple and non-directed, but overseen in both design, execution and analysis by skilled practitioners.

• SPOKESPERSON RESEARCH

Establishing how the use of spokespersons and celebrities in advertising influences attitudes towards the brand.

A new specialty for G&R, studies are performed to help identify appropriate spokesperson and/or evaluate the effectiveness of currently used celebrities. They go beyond traditional measures of spokesperson effectiveness (e.g. expertness, trustworthiness and likability) and examine the linkages among source/presenter evaluations, brand attitudes and purchase interest. Applying our FasTrac design, respondents can be exposed to the alternative as statements, as combinations of audio/video material or as rough ads. Studies can be turned around quickly and economically. The recommended questioning sequence includes free associations, image and attitudes about the brand and the presenter.

• EVENT SPONSORSHIP

After all the hoopla, how do premium investment opportunities pay out?

When you decide to advertise on premium events like the Super Bowl and the Olympics, do people notice, and how do they react? With all the hype and clutter, who is remembered and in what light? What do some advertisers do better than others at the game within the game? Independently and objectively, G&R research can help you make these assessments using a variety of copy testing and tracking tools.

• MEDIA RESEARCH

Coming to terms with how people think about and use, media content, and the value this has for sponsors and advertisers.

G&R conducts a variety of media studies aimed at quantifying audience characteristics, the nature of their use and involvement of it, and the consequences this has for advertising messages. Data is typically gathered using telephone interviews or self-administered mail. Examples include subscriber, content evaluation, image and medium influence studies.

• CUSTOM COMMUNICATIONS RESEARCH

Designing and executing research solutions to fit the most exacting needs.

G&R's experience with a wide range of data gathering alternatives and advanced analytic techniques, all in the context of communications solutions, allows us to address each custom project with the unique combination of expertise and business savvy. We are committed to providing outstanding technical competence and client service at competitive prices and according to dependable deadlines. Examples of past custom projects are:

- How do the attitudes of Chief Executive and Chief Financial Officers change as a result of different levels of campaign exposure?
- Discover the newspaper readership habits and attitudes towards potential editorial features - determine the economic feasibility of distributing beyond the city/trade zone - ascertain the desirability of changing to a 7-day publication - see what is the effect of feature changes.
- What corporate business practices are considered to be effective and ethical among executives in the financial community?
- Among corporate fund administrators, what is the awareness and attitude toward the role of life insurance companies as major investment managers? What is their awareness of pension advertising in various professional publications?
- What is the awareness, image, and use of airline travelers toward an airline that is to be acquired by a larger line?
- How knowledgeable are car owners about tire safety, what are their attitudes towards various brands as being safe and does this affect their tire purchase decision?
- What are the public attitudes toward environmental questions within four industries?
- How do shoppers at a particular retail chain think and feel about charge cards?
- How do people with very high net worth view and approach financial decision making?
- What are consumer attitudes towards and usage patterns of products/brands in the dessert category?
- What is the expected payout of a new promotional offer in the travel industry?
- Which delivery mechanism is better for delivery of free samples to consumers?