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Advertising research issue

March, 1992



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Research helped determine how best to personify Mr. Coffee for a series of TV spots. Photo courtesy of Meldrum & Fewsmith advertising.



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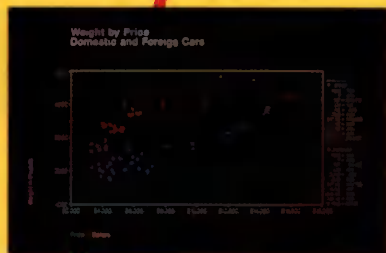
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# Making Mr. COFFEE

*Editor's note: David Morawski is vice president/research director, and Lacey J. Zachary is research project supervisor, with Meldrum & Fewsmith advertising, Cleveland, Ohio.*

All too often, the words "advertising research" are associated with evaluating creative rather than making a positive contribution to the creative process. (In other words, advertising research may have an image problem.) Hopefully, the following case study of a project conducted for our client, Mr. Coffee, Inc., will demonstrate how research, when conducted within an open-minded creative culture, can stimulate ideas. Advertising research, if viewed as such a vehicle, can open new possibilities in terms of design and interpretation.

What follows is the research conducted as a part of the process that developed and will monitor the Mr. Coffee brand personification campaign. Our pride in this research stems not from its methodology, technique or sophistication. Rather, we are proud of how our program development team molded research facts and figures, insight and talent into an effective brand message for our client.

## Background

In 1972, Mr. Coffee invented a new product category with the introduction of the automatic drip coffee maker. From the initial product sprang features such as automatic shut-off, pre-set brewing and pause 'n serve. Also, the brand's offering was expanded with an exten-

sive line of related coffee products, such as coffee filters, replacement decanters, coffee bean grinders and mug-and-decanter warmers. Since its introduction, Mr. Coffee has been the number one selling brand of automatic drip coffee makers and related products.

In May of 1989, the company introduced The Iced Tea Pot, inventing once again a new product category. The Iced Tea Pot represented the beginning of a new product diversification strategy that would expand the brand beyond the coffee-related product categories. Combining a trusted name associated with quality and value, with strong distribution, the strategy was a marketing natural, with the exception of communication challenges.

First, the name "Mr. Coffee" had become generic to many consumers. For example, in focus group research, respondents often referred to their automatic drip coffee makers as "my Mr. Coffee," even though they may have been competitive brands. Even some supermarkets have a dial setting for grinding coffee beans labeled "all Mr. Coffees."

The second communication challenge for the diversification strategy was that consumer experience with the brand, and the name itself, was narrowly associated with coffee related products only. How could the brand be positioned to encompass products beyond those related to making and enjoying coffee?

And finally, diversification meant that the company's advertising budget would now be required to introduce new, individual products as well as support existing ones. How could this be accom-



*Research with  
consumers points the  
way to personifying  
Mr. Coffee for a new  
advertising campaign*

by David M. Morawski  
and  
Lacey J. Zachary





MR. COFFEE®



Personifying Mr. Coffee began with a series of four television spots featuring Mr. Coffee's wife, sister, parents, and art teacher.

plished most cost-effectively?

Management at Mr. Coffee recognized these bigger, longer-term brand issues. They presented the challenge to those of us at Meldrum & Fewsmith advertising, and gave the agency a "free hand" to explore and recommend what we felt would be most effective.

**New campaign**

Late last fall, Mr. Coffee launched a new television campaign that was created by our agency. The campaign includes four spots: "Art Teacher," "Aunt Loreen," "Perfectionist," and "Hypnotic Suggestion." The documentary-style commercials are humorous reminiscences about inspirational moments in "Mr. Coffee's" career as an inventor, told in down-home, intimate chats with members of his family and friends. Wife, sister, parents and elderly art teacher—each one gives the viewer some insight into why "Mr. Coffee" does what he does, and then they ponder the tag line for the campaign, "What'll he think of next?"

For example, the spot entitled "Art Teacher" is a monologue by "Mr. Coffee's" elementary school art teacher, Miss Finch. She shows the au-

continued on p. 29



# The pharmacist is foremost

*Research with drugstore shoppers shapes advertising for Standard Drug*

When Standard Drug began developing a strategic marketing plan to help carry the retailer through the 1990s, the company's ad agency, Richmond, Virginia-based Edelmann Scott, Inc., applied its proprietary Logical Interacting Network of Knowledge (LINK) marketing plan development system to help guide the direction of the plan.

According to agency CEO/Creative Director Richard Scott, "We knew that by getting down to the consumer level, we could help Standard's management prioritize marketing and communications needs. And more importantly, this process could help vault Standard ahead of its competition in the fierce battle for drugstore market share."

## Background

Standard Drug Company, headquartered in Richmond, is a 60-unit chain of retail drugstores operating throughout Virginia and Washington, D.C. The chain was founded by Sam Rosenthal in Richmond over 75 years ago and is still owned and operated by the family. Thomas Rosenthal serves as the current president and commissioned the research project through Edelmann Scott.

With 20 locations in the Richmond area, Standard Drug is second only to

People's Drug in terms of number of locations and local market share. Additional chain drugstore competition comes from Revco and Rite-Aid, not to mention a bevy of independently owned drugstores. But with an increasing number of distribution options for health and beauty aid products as well as prescription drugs, Standard faced an increasingly competitive market.

As David Blum, director of research at Edelmann Scott, explains, "With the increased pressure from discounters like the Price Club and Phar-Mor at one end and the aggressive marketing by competing drug chains and supermarket pharmacies, it was important for Standard Drug to position itself for the future, and help define itself to its consumers. So, we suggested a concentrated research project to learn directly from the market where the chain could

hang its hat for the next few years."

The research project was initiated in late Spring 1991, and once the work began, was completed in eight weeks. Subsequently, final marketing strategy was formulated and new marketing communications materials premiered in November 1991.

An integral element in Edelmann Scott's LINK process involves primary marketing research. For Standard Drug, a three-phased research program was designed.

## Phase I

In phase I, Standard Drug, Edelmann Scott and the research firm designed and administered the study—Richmond-based Southeastern Institute of Research—quickly learned just how fiercely competitive the market was.

During this first, or qualitative phase, a number of shoppers were recruited and assigned real life drugstore shopping assignments. The shoppers were selected to represent Standard Drug's targeted customer base. The largest segment comprised women 25-54; men 25-54 were represented in smaller proportion, reflecting shopping habits gleaned from various drugstore industry demographic data. Also, the shoppers were equally di-

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vided into a "city" group and a "county" group, acknowledging the fact that in Richmond, shopping patterns differ according to the consumer's place of residence and access to transportation.

The shoppers were invited to visit a Standard Drug and two predetermined competitors, not including their regularly shopped drugstore. Each shopper was armed with some cash and asked to buy specific items from each store. The merchandise chosen required the shoppers to interact with a variety of store personnel including the pharmacist.

The objective was to compare service levels among the competitors. Of course, the shoppers naturally compared their regular drugstore to the three stores shopped in the survey, so in effect they were comparing four stores.

Richard Steele, executive vice president/partner, Southeastern Institute of Research, says another objective behind sending consumers out on the shopping assignments was to get a step beyond the information obtained from previous research. "We wanted to talk about what the consumers really wanted in a drug store, beyond what they see every day in their own drug store. Our initiative was to say, Let's give the respondents specific assignments that relate to purchasing and let's send them to stores that they don't normally go to."

Shoppers filled out a complete shopping questionnaire after each visit and subsequently reported their findings during focus groups where 8-10 shoppers discussed their experience.



The focus group moderator's outline was designed in three parts. Part one concentrated on the participants' general drugstore shopping. Part two's focus was a direct comparison of drugstores based on the shopping trips. And part three asked consumers to profile the ideal drugstore, setting the stage for the quantitative portion of the research project.

Throughout the focus groups, respondents were probed about the service level they expected from their drugstore, and whether their expectations were being met.

One area was intentionally left out of the study—physical appearance and store aesthetics. Previous research efforts had covered this territory. Moreover, Standard Drug had already embarked on a major renovation effort designed to modernize the look of its stores and enhance the shopping experience for its customers.

The shopping assignments required the respondents to interact with the pharmacist, a floor person, and a check-out person. "That got the emphasis away from the store's physical appearance

and down to the layout of the store, the positioning of the products, and the willingness of the employees to help you," Steele says.

The first major issue that came to light was that many shoppers couldn't remember which drugstore they had visited at which location. For instance, a panelist would describe his experience at one store's location, when in fact another chain was actually located there. Clearly, for any drug retailer, there was a mandate for differentiation. So, how should, and how could, Standard stand apart?

## Phase 2

To answer this crucial question, one that would form the foundation for a market position for the chain, Standard Drug and Edelman Scott developed a list of 16 drugstore concepts based on the findings from the shoppers study.

One finding of primary importance was related to service and was consistent with published industry data. The shoppers often commented on how much they liked the service level at other

continued on p. 34



## Ned Dweeb does segmentation

by Robert A. Roy

*Editor's note: Robert A. Roy is vice president, client service, with the Chicago office of Total Research Corporation. This article is the latest installment in his series on the research efforts of the mythical Second City Bus Service. Previous installments have appeared in the March 1991 and October 1990 issues of QMRR.*

*Author's note: A smile, a smirk, and especially a grin should never be mixed with marketing research. After all, it is very serious! I have, however, an excuse. My mind has been clouded by Lamont Cranston. (Who, you ask? Only The Shadow knows!) Hereafter, I'll only write in the most leaden tone. Yes, I will—not!*

**N**ed Dweeb and Sally Dumluck continue to labor as research analysts in the third basement of the Second City Bus Service. Their corporate superior—and mental and moral inferior—Ed Goodride, enjoys his top floor corner office and the title of director.

The bi-annual meeting of the board of directors is in progress as John Gottrocks III starts to pontificate, "When I was at the Hahvahd B School, it was ahxiomatic to think it terms of mahket segmentation. Just today, while wahlking across my yahd to the pahked cah it came to me! Of course! Even the transportation mahket in this mistaake on a laake must be segmented! Don't you agree, Goodride?"

"Oh, rolling wheels! Did he just say 'Goodride'?" Ed could think fast and lie faster. In that spirit, he responded, "I sure do, Mr. Gottrocks. In fact, I'm planning to announce at the next board meeting how the market is segmented, and how can we increase ridership."

Ed could feel the sweat that had nothing to do with

temperature roll down his back. Slipping out the door, ignoring the elevator, he ran to the third basement looking for Ned Dweeb.

### Dweeb's dilemma

"Hey, Dweeb," Ed panted, "D'ya remember that segmentation study I told you to do? Well, how's it going?"

"Well Mr. Goodride, uh, I...did you say segmentation study?" Dweeb squeaked.

"Sure, you know. The way they do it at the @#%& Harvard B School! I'm going to present it at the next board meeting. Don't let me down. I'm outta here, Dweeb." With that, Ed slithered out the door.

"Sally," gasped Ned, "what will I do? What will I do?"

"Do about what, Neddie? Goodness, you look terrible."

"Oh, Sally, Mr. Goodride just laid his 'I told you' act on me. This time I'm supposed to have a segmentation study done by the next board meeting. Here's what I think. I'll measure the importance of, say, thirty attributes of transportation selection. Also, I'll be sure to measure relative importance.

"Let's see, you said I could have the attributes either rank-ordered, or use a rating scale that's anchored. If I use an anchored rating scale, a person will first identify the most important attribute and place that on, say, the number ten. The least important will be placed on the number one, and then all of the remaining attributes are rated. Am I getting this?"

"You got it, doll!"

"Then I'll use the Howard-Harris clustering program to find groups of people (segments) that agree about the importance of the attributes. Good plan, eh?"

### Sally's gentle nudge

"Neddie, you're on the right track. I especially like the part about measuring the relative importance of attributes, but let



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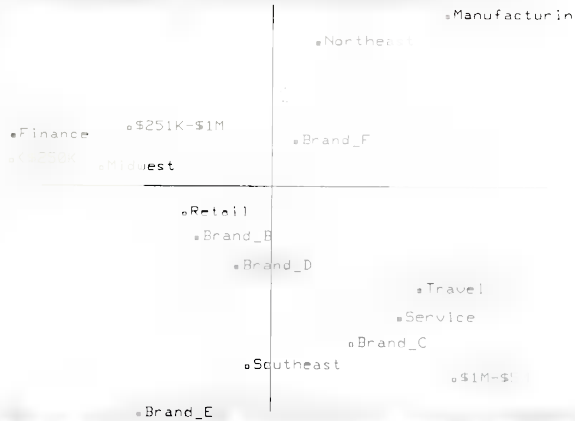
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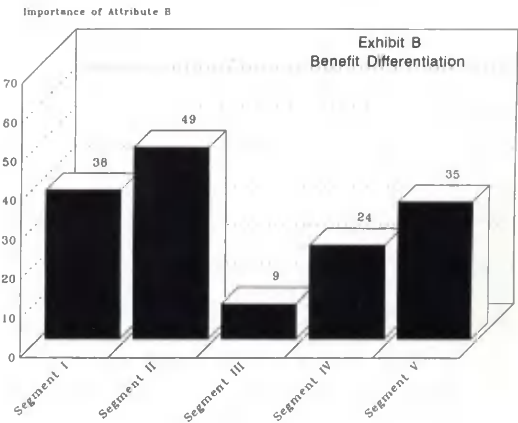
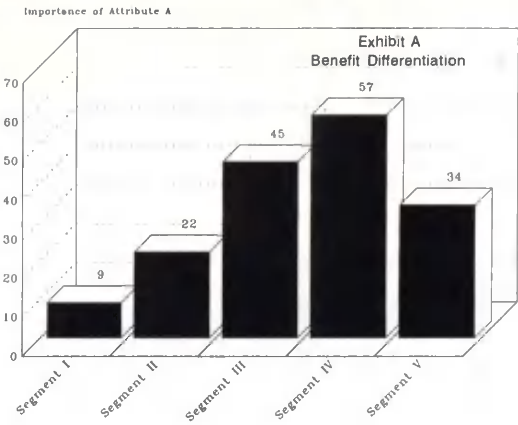
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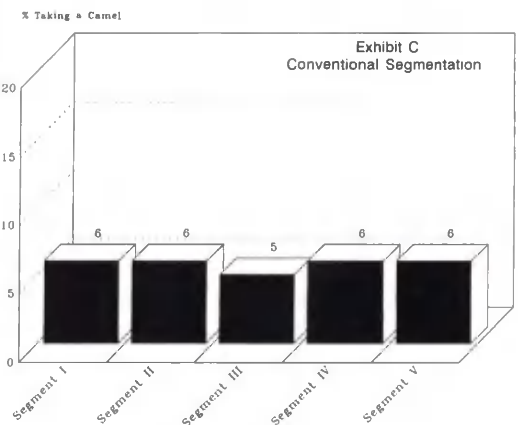
me show you a possible problem. Using the Howard-Harris program, you might get results like these:



"Just as you said Ned, you can find groups of people who value the attributes differently."

"Then you agree, Sally!" Ned positively beamed at the compliment.

"Almost, my pocket protector pal. At the same time you find segments that are different with regard to the importance they place on the attributes, they may not be different in terms of their behavior. Let me show you:



"See, Neddie? In my example, the five market segments all have about the same percentage who usually take a camel to work!"

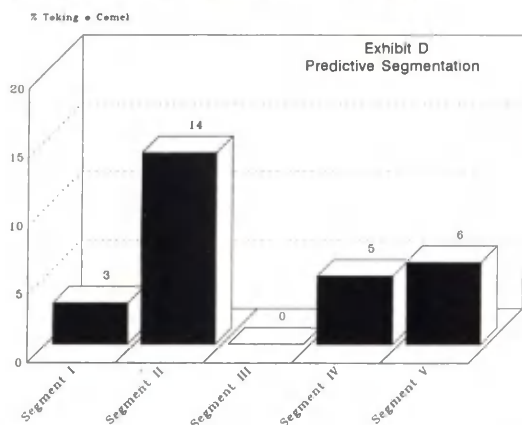
Dweeb scratched his head, not sure what she was getting at, and replied, "Is that bad, Sally?"

"It's absolutely dreadful, Neddie-pie. By the way, do you

have plans tonight? Hold on that. Let me continue. You see, if you find market segments that regard attributes differently, but behave the same, that's not very useful, right?"

"It sure isn't, you valedictorian wizard, you!"

"Neddie, you sure have a way with words. Here's an example of the kind of results we'd like to see:



"If you got results like this, you would have found segments that are different both in terms of attribute importance and in behavior. In this example, more than twice the number of people in Segment II (14%) ride a camel to work as those in Segment V (6%). I call this 'improved segmentation.'"

"Great, Sally, but why do you call it improved segmentation?"

"Because, Ned, we can find segments that value attributes differently, while at the same time predict their behavior!"

"How can I find out how to do it?" Ned pleaded.

"There's the rub, Neddie. Different analysts use different approaches. For example, one talks about finding a 'common space of attributes and measures of behavior.' This is an application of multidimensional scaling. Another practitioner advocates using a clustering program where the variables are both attributes and purchases. Critics, and there is no shortage, question how to weight the two sets of variables. Critics aside, however, there is no doubt that the goal of finding market segments that differ both in terms of attributes desired (benefits) and critical marketing behavior, such as purchases, is correct. Dweeb, remember Spacey Sam the Statistician we had lunch with yesterday?"

"Yes, Sally."

"If you tell that space cadet what you want, I'll be he can dig deep into his bag o' tricks and do it. Oh, and one more thing, my cuddly, bespectacled boy: never forget to pay close attention to back issues of that learned journal, *The Marketing News*."

"Sally, how can I ever repay you? You've saved me once again. You're quite a gal! I'll improve my segmentation, get Mr. Goodride off my back, and read even more of those fine articles in *The Marketing News*."

#### Back in the board room

Dweeb came through. Goodride took the credit and made his presentation. John Gottrocks III continued to talk about the Harvard B School. And Sally had her way with Ned. □

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# New developments in TV copy testing promise better measures

by William H. Van Pelt

*Editor's note: William H. Van Pelt is senior vice president of Gallup & Robinson, Inc., Princeton, New Jersey.*

**I**n a way, there is nothing new about new developments. They have always been the source of improvements in TV commercial copy testing:

—Back in the 1950s, when commercial testing began, two fundamental approaches evolved. One, forced-exposure, in-theatre testing, was used primarily by those interested in attitude change and in larger sample diagnostics; the other was real-world, on-air testing where the primary measures were intrusion, or recall, and communication among recallers. In those days, most

shows had a single sponsor and on-air testing was usually on a custom basis in a post-test mode.

—During the '60s, the first syndicated service emerged that tested virtually all the commercials aired on prime time. This lowered testing costs and accumulated masses of data that could be analyzed to discover the techniques that promoted or inhibited effective recall. Measures were expanded as Persuasion was added to Recall, and the first validation studies linking the performance measures to sales were completed.

—The '70s gave rise to low-rated independent and cable channels which opened the opportunity for on-air pre-testing through narrowly exposing commercials at low cost. The technique of inviting viewers to watch an on-air program at home successfully raised the average recall score from about 10% to almost 30%, thus allowing more precise measurements, particularly among weaker commercials. Also during this

time, the technique of testing rough commercials on air was introduced, making pre-testing economically practical.

—In the '80s, the techniques themselves remained very much the same. However, we also saw the increased use of customized designs, target group testing, particularly for communication and reaction, and pre-testing.

Today, we may be on the threshold of a generation of copy testing progress made possible by promising new capabilities. Important learning both challenges and confirms conventional thinking about how copy testing should be done. This article focuses on the what and the how of these developments, their implications for further improving copy testing, and why our firm has incorporated them into a new copy testing system.

## **Current needs and opportunities for copy testing**

The best techniques evolve from the

needs and environment of their times. Recently we held extensive discussions with a variety of major television advertisers and found:

—fundamental agreement that copy testing not only was used, but that it was relied upon and that it would continue to be used in the foreseeable future;

—there was a need to improve test/re-test reliability and to better pinpoint evaluative strengths and weaknesses, as well as to give better diagnostic understanding and creative direction;

—there were fundamental disagreements over which attitudinal measures work best, and how Persuasion should be measured.

Concurrently, the past few years have seen several developments that offer major opportunities. Chief among these might be:

•The development and widespread use of new electronic channels for television viewing, such as cable and now the phenomenal growth of VCR tech-

continued on p. 40



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# The Gestalt approach to advertising research

by Daniel Oromaner

*Editor's note: Daniel Oromaner is president of The Qualitative Difference, Inc., Port Washington, New York. This article was adapted from a presentation to the Advertising Research Foundation Conference in April 1991.*

**T**he power of advertising is illustrated in every American history text. Five hundred years ago Columbus discovered America, and for years afterward he communicated very little about his discovery. After all, he was looking for gold and he didn't want competition.

On the other hand, Amerigo Vespucci was five years behind Columbus, but he wrote extensively of his discoveries and theories. One of his letters was translated into 40 different languages over a 25 year period. As a result, Vespucci was credited with the discovery of America. It even has his name. When he returned to Europe, Spain granted Vespucci citizenship and gave him a high-level government post.

What happened to Columbus? We celebrate his discovery, but Christopher Columbus died in jail. The moral of the story: it pays to advertise.

Advertising works, and some campaigns work better than others. In the past 50 years, there have been products that became category leaders with great help from their advertising—Charmin, Perdue, IBM, Budweiser, McDonald's,

and Nyquil. There have been products that became category leaders with little help from their advertising—Polaroid, Xerox, Canada Dry, Edge, and Kleenex. And, some products have failed because their advertising never gave them the needed boost—Gablinger's beer, Vote toothpaste, Handy Andy cleaner, Univac computers, Rheingold beer, and Datril pain reliever.

Can advertising research improve the batting average of our companies and clients? Yes, validation efforts in the past ten years have shown that copy test measures can identify the advertising that will influence sales.

As part of the increasingly sophisticated advertising research procedures, there has been a steady increase in the use of advertising-related focus groups and in-depth interviews. They have been used for strategy/copy development, copy refinement, competitive assessments, and the ubiquitous "disaster checks." During that time, I have tested executions for television, radio, print, free standing inserts, and direct mail.

A particular theoretical framework has guided me in planning and conducting those sessions. It has answered questions such as: how many ads should we test, and what reaction variables are important? The framework is that of Gestalt psychology.

This school of psychological thought originated in Germany in the 1920s. Its founders held that, "perception is not an

unorganized mosaic of elements, which are subsequently associated into meaningful contents in the mind." They believed that perception is an "organized, structured entity—a configuration, a Gestalt."

The German noun "Gestalt" (pronounced Gesh-talt) is usually translated as "shape," "pattern," or "form." The word is difficult to translate precisely into English, but it implies making perceptions into a comprehensible whole.

## **The whole is more than the sum of its parts**

In Gestalt psychology the whole possesses properties of its own, related to, but not merely the sum of its individual parts. We do not experience the parts of our environment separately; we try to organize those parts into a meaningful whole. Further, we want things and events to make sense in terms of what we already know.

Thus, an advertisement is more than the sum of its parts. An ad is more than the talent, music, costumes, copy, and setting. The elements of an ad interact with each other—the way ingredients interact in a recipe.

For example, think of one of the best dinners you had in the past five years. Didn't the seasonings, textures, tastes, aromas, visual appeal, even the ambience have an effect? How many of those

continued on p. 36



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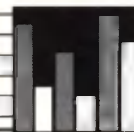
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## Americans favor universal health care but aren't sure how to achieve it

While three-quarters of Americans support adoption of a national health care system, the largest segment, nearly 40%, think that neither the Republicans nor the Democrats would do the best job in bringing about reform. According to the Novalis National Healthcare Survey, "The State of American Healthcare," 36.8 percent of Americans believe the Democrats would do the best job reforming health care and 23.5 percent would trust reform to the Republicans.

Seven in ten Democrats surveyed said they are confident that their own party would do the best job, while a some-

what lower proportion of Republicans, 58.4 percent, think their party is best for making changes. Among those Independents who expressed a preference, the Democrats are favored two to one over the Republicans. Half the Independents have no party preference for health care reform.

Overall, the majority of Americans, regardless of party affiliation or demographic factors, favor a national health care system. However, the Novalis survey found significant differences in the level of opposition to a national health care system. Republicans are two and a half times more likely to oppose national health care than are either Democrats or Independents.

The survey was conducted in January by Fact Finders, Inc., an independent research firm headquartered in Albany,

New York. Albany-based Novalis Corporation is an integrator of managed care technologies for health maintenance organizations (HMOs), preferred provider organizations (PPOs), third party administrators, and insurers. One thousand randomly selected adults in 50 states were interviewed by telephone. The survey was designed to explore how the uninsured, the privately insured, and those covered by government programs view the U.S. health care system, health insurance, and various national health policy alternatives.

The survey found that Americans tend to be very satisfied with both the health care they receive personally and with their own private health insurance. Ninety-three percent rate the quality of care delivered by their own doctors as good or excellent. Ninety percent of the 198 million privately insured Americans express satisfaction with their private health insurance.

Despite these high levels of satisfaction with their own personal medical care and health insurance, Americans give the overall health care system very low marks. Fifty-four percent say that the U.S. health care system is either "fair" or "poor"; only 7.9 percent rate it as "excellent."

"The significant difference in the way Americans rate their own personal health care versus the system in general may be best explained by looking at their commitment to universal access," says Stephen Ribner, president of Fact Finders, Inc. The Novalis survey found that two-thirds of all Americans support unlimited access to health care services. "Americans seem to be keenly aware

continued on p. 45

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	Low	High
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Price	0 1 2 3 4 5	0 1 2 3 4 5

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More substantial features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialized services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page 1

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842	843	844	845	846	847	848	849	850	851	852	853	854	855
856	857	858	859	860	861	862	863	864	865	866	867	868	869
870	871	872	873	874	875	876	877	878	879	880	881	882	883
884	885	886	887	888	889	890	891	892	893	894	895	896	897

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# NAMES OF NOTE

**Christine Efken** has been named associate research director of *Teenage Research Unlimited (TRU)*, Northbrook, IL.



**Efken**

**Millard**

**James K. Millard** has been named vice president-marketing of *Jason Pharmaceuticals, Inc.*, Owings Mills, MD.

**Louise Dutka** has been appointed director of research and product development at *Sheraton North America*.

New York City-based *MRB Custom Studies* has appointed **Bernadette DeLamar** as director of business development.

**Jack Noonan** has been appointed president and CEO of *SPSS Inc.*, a Chicago-based developer of database products.

**E. Deborah Jay** has been named vice president, research director, at *Field Research Corporation*, San Francisco.

**Sandy Rebitzer** has been named director, marketing communications and advertising with *Nielsen Marketing*

*Research*, Northbrook, IL.

**Walter E. Meneses** has joined *Market Segment Research, Inc.*, Coral Gables, FL, as vice president/director of research.

**Marc Miller** has been named research vice president, *Talmey-Drake Research*, Boulder, CO.

**Betsy Sehendel** has joined *Johnston, Zabor & Associates*, a marketing and communications research firm in Research Triangle Park, NC, as project manager. In addition, **James D. Lewis** has joined the firm as director of research.

**Paul C. Lubin** will head the new consumer research division of *Barry Leeds & Associates, Inc.*, NYC.

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**Focus on Charleston**, customer satisfaction analysts, is now open. Contact Sandy Bailey at P.O. Box 61824, Charleston, SC 29419, or phone 803-875-1388 or 800-753-2826.

**Marketing Solutions**, research and analysis for the charitable sector, has been formed to provide marketing research and fundraising analysis exclusively to the non-profit sector. The firm is located at 219 E. Azusa Lane, Azusa, CA 91702. Phone 818-334-6350.

**Barry Leeds & Associates, Inc.** has formed a Consumer Research Division to help banks and other financial institutions develop programs to improve customer loyalty and account retention. Paul C. Lubin will head the new division as vice president. The firm is located at 38 East 29th St., New York, NY 10016. Phone 212-889-5941.

**Market Facts** has moved its Chicago-based operations to new quarters at 3040 West Salt Creek Lane, Arlington Heights, IL 60005. Phone 708-590-7000.

**Ryan•McGinn•Samples Research, Inc.**, in conjunction with **McMillion Research Services**, has opened a new field research facility at the Huntington Mall in Barboursville, West Virginia. The facility will operate as McMillion Research. For more information, contact Robert Samples at 304-343-7655.

London, Ontario-based **Blackburn Group, Inc.** has entered the U.S. information industry with the purchase of a majority interest in **Urban Decision Systems, Inc.** of Los Angeles.

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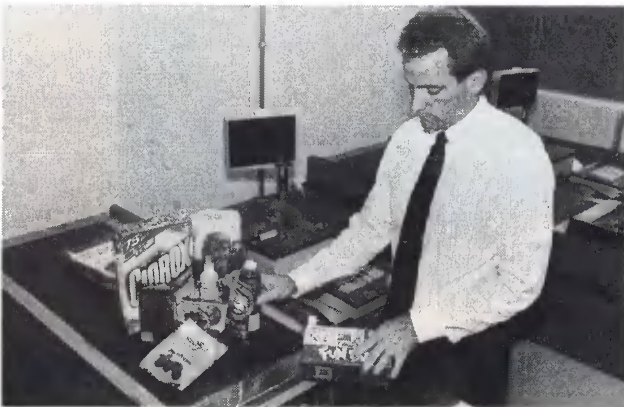




## Service evaluates UPC symbols to improve first pass read rates

In an effort to improve first pass read rates on retail scanners, Information Resources, Inc. (IRI) has introduced "FirstPass 97," a UPC symbol evaluation service that will provide manufacturers with an independent evaluation of new item UPC symbols.

"FirstPass 97 targets a first pass read rate of 97 percent, which is a stated industry goal," says Dale Hanlon, associate director of FirstPass 97. "In addition to improving first pass



read rates, FirstPass is part of an industry effort to obtain higher productivity, higher quality scanner data—and in turn, relieve consumer frustration."

Retailers report that first pass read rates on scanners have declined since scanners were first installed in the late 70s. In

the late 80s, leading retailers discovered that poor quality or inaccurate UPC codes resulted in multiple scans, leading to higher labor costs and an increased error rate.

IRI's evaluation service is one part of the symbol quality improvement program outlined by the Food Marketing Institute (FMI) and Uniform Code Council (UCC) in May 1991. In addition to the third party service, FMI and UCC will also review current UPC symbol standards, rewrite barcode specifications and develop a common standard for barcode verifiers.

The new service evaluates symbols at various stages of the product design stage using a series of tests. First, the UPC code is checked in IRI's UPC Dictionary, an online database of over two million UPC coded products, to determine if a duplicate code exists. Then, a physical product check is conducted to evaluate code size, symbol location, truncation (cutting of height of barcode bars), etc. IRI then performs a first pass evaluation, actually passing the products across scanners multiple times to obtain a first pass read rate. Last, IRI checks the symbol print quality using bar code verifiers to determine if the UPC symbol is properly printed.

IRI's service center simulates in-store scanning with two lanes of POS equipment, one flatbed or slot scanner and a hand-held scanner to get first pass read rates. After evaluating the code via POS equipment, the code is then verified using standard industry equipment such as the Quick Check 500, Inspector IV and AutoScan verifiers. The Quick Check 500 and Inspector IV look at the UPC codes in the same manner as a scanner and measure the reflective light from the barcode. AutoScan can also evaluate the code's film master before it is printed.

After the test, IRI compiles a written evaluation based on industry ANSI standards and submits the results to the manufacturer on those specific UPC-coded items evaluated. For more information on FirstPass 97, call Dale Hanlon at 312-715-2425.

## Book profiles brand usage

Standard Rate & Data Service (SRDS) and Simmons Market Research Bureau, Inc. have combined resources to create a brand usage book, *BrandAdvantage: A Profile of Consumer Brand Usage*. Simmons has compiled two years of

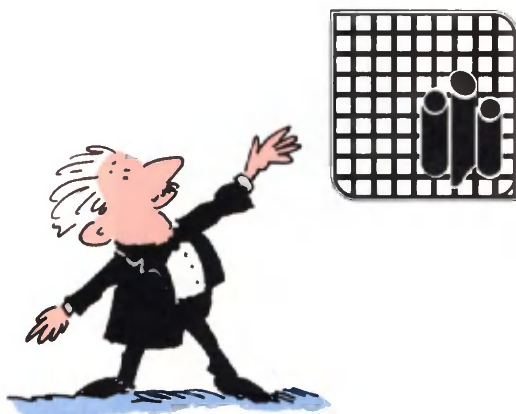
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# Projective technique aims to uncover consumer attitudes

by Doreen Mole

Editor's note: Doreen Mole is president of Doreen Mole Qualitative Research, Ltd., Sag Harbor, NY. The author wishes to thank Conrad Lokanis, research manager, General Motors, for contributing the case study portion of this article.

**I**n November of 1989 I took a trip to Italy. Pompeii, the archaeological site of the summer homes of the ancient Romans was one of the stops on the itinerary. As we all know, Pompeii was buried when Mt. Vesuvius blew in 79 A.D. Because the volcano erupted so quickly, catching the residents unprepared, the area has been excavated nearly intact.

*The day I visited the weather was overcast and drizzly, creating a blue gray light that had a mystical quality. As I followed our guide, I learned about the lifestyle of these early Italians. Looking at their*

artifacts, I began understanding their beliefs and values on a deep, visceral level. These artifacts brought me closer to them, gave me a fuller sense of who they were and how they lived. The highlight of the day was a mural that was in mint condition. It told the story of a family. At that point, I realized I had been truly transported into the lives and times of the Romans.

That experience stayed with me. It led to the development of a qualitative technique that I call Commercial Anthropology. The technique is an anthropological approach to understanding underlying consumer attitudes and the more sophisticated brand and brand user imagery.

It is based on the principle that contemporary artifacts often reflect brand user beliefs and value systems. For example, the types of shoes women have in their closets reveal their activities and therefore attitudes toward life. The "toys" men are drawn to show how they perceive themselves in relation to the world. The art that people surround themselves with and the environment

they create represent their attachments, desires and fantasies.

As Sidney Levy wrote in the Harvard Business Review in 1959, "Brand choices are made because one object is symbolically more harmonious with our goals, feelings, self-definitions than another."

## Projective technique

The objectives of Commercial Anthropology are: to ferret out the multifaceted levels of attitudes, belief systems and motivations of your consumers and those of your competitors; and to discern psychological segments/typologies with user groups.

It is a projective technique that is used in conjunction with other projective techniques. Projective techniques are commonly used in the field of psychology. They usually involve some storytelling, either in reaction to a photo or a picture or from a print ad. The idea is that by projecting feelings onto an object from outside themselves, respondents have the freedom to express themselves onto the image they've selected

without inhibition. A playful atmosphere is created in the group and respondents answer on levels they either may not have been able to or were unaware of without the aid.

Commercial Anthropology is a flexible technique that can be used either in mini focus groups or individual interviews. It uses a deck of artifacts in an artifact sort, much like a child's activity of playing with cut-outs. The technique begins with a photo, drawing, or print ad depiction of the perceived brand user. Respondents then outfit the "user" with the artifacts that he or she would have. The selections stimulate discussion that provides inroads into a user's psyche and belief system. Ultimately, a person's possessions tell you where they are at, where they are coming from and sometimes where they are going.

## Case study

General Motors sought to uncover the underlying emotions that differentiated purchase of one specific brand of automobile from another in the "sporty" car market segment.



Quantitative research indicated no brand user imagery differences. All information pointed to engine size as the rationale for purchase. However, the car maker's design group needed to understand differences that would influence their work on design points.

Four mini focus groups were conducted among men and women, 21 to 34 years of age, who owned either of the automaker's sporty cars. The men and women were addressed in separate groups. The groups were further broken out by engine size ownership, either V8 (Uplevel) or V6 (Base).

The groups began with a photo sort. Respondents were first asked to separate photos of perceived car owners into piles. One representative photo of the owner of each car was then selected. In fact, the imagery differences were so strong that a consensus was not difficult to achieve. (Ordinarily, forcing a consensus does not serve the objectives of the research.)

Respondents were questioned about the attitudes and lifestyles of the two owners. Related imagery was also gathered. When discussion about the photos was exhausted, the artifacts were dumped onto the table and respondents were asked to "outfit" each owner with "stuff."

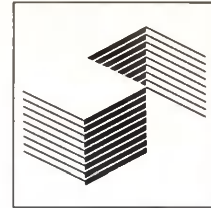
#### Clear distinctions

For the sake of brevity, only the results with males will be addressed here, although similar results were collected among the females.

Clear psychographic and product distinctions were found between user imagery of the Base car (V6) owners for the two brands. The Brand A user was perceived to be slightly older, more sophisticated and more upwardly mobile. His artifacts, such as a home computer and exercise bike, indicated that he was considered to be organized, orderly, and very goal oriented. They also showed that he was considered to be health-conscious and interested in his diet and appearance. This thread carried over to his attitudes about his car as he exhibited more concern with vehicle looks than actual performance.

The Brand B user was considered to be younger, on no real career path and into speed and thrills. His artifacts showed an adolescent attitude toward

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women and life in general. To this "engine head" (as shown by the tool belt in his collection of artifacts), the engine was more important than the looks of the car.

Male owners of the Uplevel cars (V8) produced a very different result. In this case, brand was not the differentiator,

as this group saw themselves set apart more by whether they owned the Uplevel car versus the Base car.

V8 owners perceived themselves as "macho men" possessing driving superiority. Their artifacts were "manly," for example, a rifle with a scope, a football, a chain saw, and a grill. The

mirrored sunglasses indicated another facet of masculinity. The V8 owners were patriotic to the manufacturer, and engine power and styling were seen as extensions of masculinity.

V8 owners perceived V6 owners as "housebroken," domesticated males who were practical, economical, compromising and had interests that centered around the family not the car. Their artifacts were softer, non-combative toys such as golf clubs and a tennis racket. The softball equipment depicted their involvement with the family, and the power drill communicated a do-it-yourself practicality.

The benefits derived from the use of the technique were threefold.

1. The data collected in this study supported psychographic information that had been collected in earlier studies.

2. The visual nature of the methodology allowed the data that was collected to provide clear brand differentiation within the larger body of information. The artifact sort broke out detailed brand user attitudinal distinctions that were previously unknown.

3. The pictorial nature of the results made the data more believable and concrete, and therefore, easier to communicate to the creative community, i.e., the automobile designers and clay modelers and the advertising agency.

Because this data provided a graphic depiction of the target customer, these exhibits were displayed in the design studios to give the designers and clay modelers a clear understanding of the customers this product was being directed toward.

These pictures, especially those that showed the possessions of the people in this market segment, were used in some cases to assist in designing the interior features of the vehicle. That is, should they be sophisticated or more gadget-like? This was also true in answering questions regarding their approach to the exterior design. Should it be sleek/streamlined or more muscular/bold?

This information was also used to develop creative executions for advertising, especially those ads where depicting the lifestyle of the owners was an integral part of the message.

Another off-shoot of this data is the capability of better understanding what products to enter into for joint advertising efforts. This was apparent from the specific items and artifacts, even brand names that were mentioned and clearly associated with various owner types. □



The artifact sorts (such as the one shown above) provided GM designers and clay modelers with a graphic depiction of the target customer.

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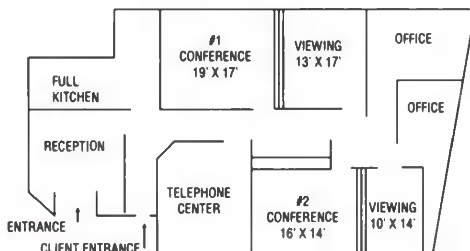
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## Mr. Coffee

continued from p. 7

dience one piece of artwork after another, each one square, no matter what the assignment. "So in '72 he comes out with a coffee maker. Big surprise! Square," she sighs. The spot then introduces the new Accel coffee maker, which has a more curved, sleek look than the traditional model. The spot closes with Miss Finch proclaiming, "Mister, you're making progress."

Mr. Coffee as a person provides the vehicle to communicate to consumers, in an interesting way, the strengths of the company and the position of the brand. It is also a strategy that is difficult for competitors to match or pre-empt.

### Brand "persona"

Most advertising, especially brand advertising, implicitly communicates a brand "persona" by nature of establishing what a brand stands for in very human terms. The recognition of the opportunity to explicitly personify the

Mr. Coffee brand came from numerous focus groups held before development of a brand campaign itself. Mr. Coffee regularly conducts these focus groups

consumer quotes referring to the brand:

"He makes good coffee." "He's got a lot of different models and prices." "I would try the iced tea machine because

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as an initial exploratory step in new product development. In those group discussions with the target audience (primarily women 25-59), there was a common thread in how respondents referred to Mr. Coffee. While it seems obvious now, a "linguistic thread" was almost overlooked at the time.

The objectives of those focus groups dealt with new product development and, consequently, they were originally analyzed in such a context. When the groups were revisited in the context of a brand message, a brand campaign, already latently understood and accepted, was discovered. Here are some of the

I know he makes good coffee." "Why did he wait so long to make an iced tea machine?"

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- Lasts a long time
- Only features I need
- Good taste (for beverage makers)

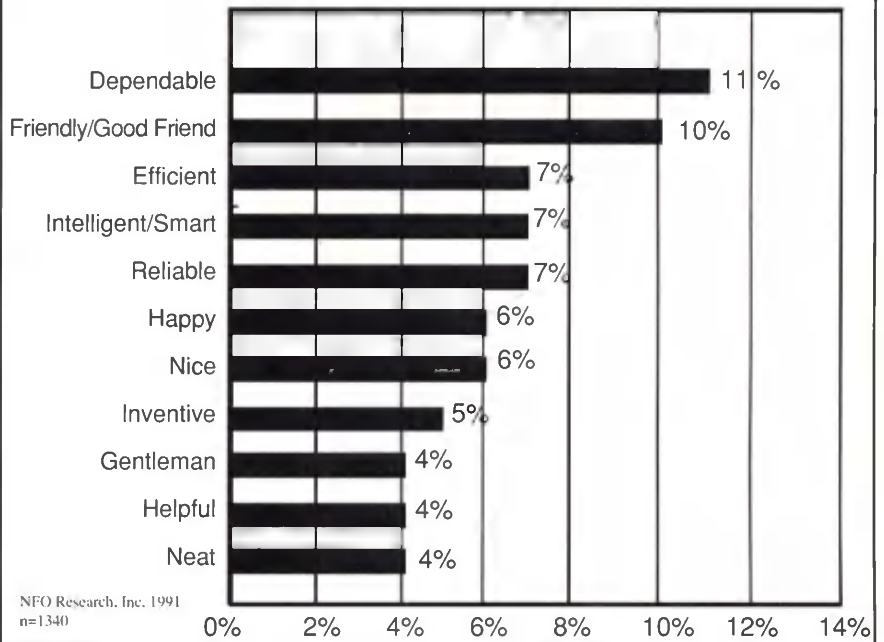
With these factors in mind, it was decided that "Mr. Coffee", the person, should be a practical, meticulous inventor. As a brand name, "Mr. Coffee" denotes a narrow product scope. As a "practical inventor," expanded new product possibilities are much more acceptable. A meticulous nature implies quality products. To begin to develop other personality characteristics for the brand, the first primary research conducted specifically for the campaign was initiated.

**Defining "Mr. Coffee"**

To personify "Mr. Coffee," a detailed

# Mr. Coffee Personality Attributes

Among those indicating a response regarding CHARACTERISTICS



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questionnaire was developed to help in defining nearly every aspect of "his" being, essentially creating both a personal and professional profile. We wanted to be sure that the personality profile created for the character was, at least generally, in line with current images. All questions were open-ended to allow for maximum latitude in each response. Specific questions included:

- What kind of music does he listen to?
- Where does he shop for clothes?
- What type of car does he drive?
- Where was he born?
- Where did he go to college?
- What are his hobbies?

Using this questionnaire, a pilot study was conducted as a means of generating ideas. The results contained an unexpectedly high degree of consistency among the respondents on most questions. For example, when asked "which character or personality from TV or movies would he be most like," respondents indicated Gregory Peck, Robert Young on "Father Knows Best," and Andy Griffith. This demonstrated strong similarities in respondents' perceptions of "Mr. Coffee's" physical appearance and personality. Correspondingly, people associated "Mr. Coffee" as having a science or mathematics background, possessing an inventive spirit, and being practical, or even prudent.

#### National representation

Subsequent to the pilot study, a general question asking respondents to describe "Mr. Coffee" was attached to a questionnaire for a product concept study being conducted for Mr. Coffee by NFO Research, Inc. This would provide national quantitative results that we considered to be requisite in validating our preliminary profile of "Mr. Coffee" which was compiled from the results of the pilot study.

Because this was a singular question, respondents could describe "Mr. Coffee" on any number of variables. However, the profile that evolved from the quantitative study was surprisingly consistent with the results generated from the pilot study. Specifically, "Mr. Coffee" was perceived to be married and in his mid-fifties, with graying hair; not

inordinately distinctive-looking; having a scientific orientation, and an inventive yet practical bent.

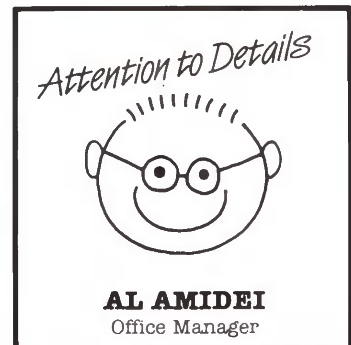
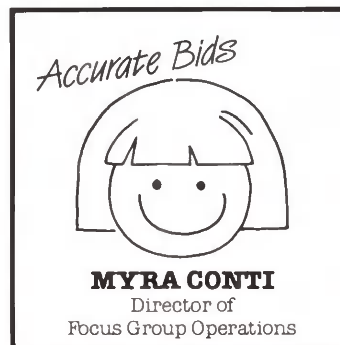
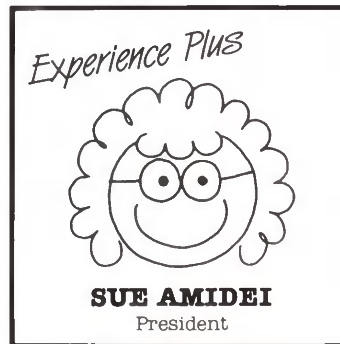
Given the similitude of responses produced by the two studies, a profile of "Mr. Coffee" could now be constructed by the creative staff. Using the research results as a guide, a formal character biography was written by our creative director, Scott Crawford. It begins this way:

*"Born September 18, 1938, in Cha-*

*grin Falls, Ohio. Eldest of three children (two girls, one boy) of Harold and Betty Coffee, second-generation immigrants from France (name changed from De Couvrier at Ellis Island)."*

This document assured us that the image of "Mr. Coffee" we would be presenting through the creative executions was compatible with the consumers' image of "Mr. Coffee." In addition, it provided a template for successive creative executions.

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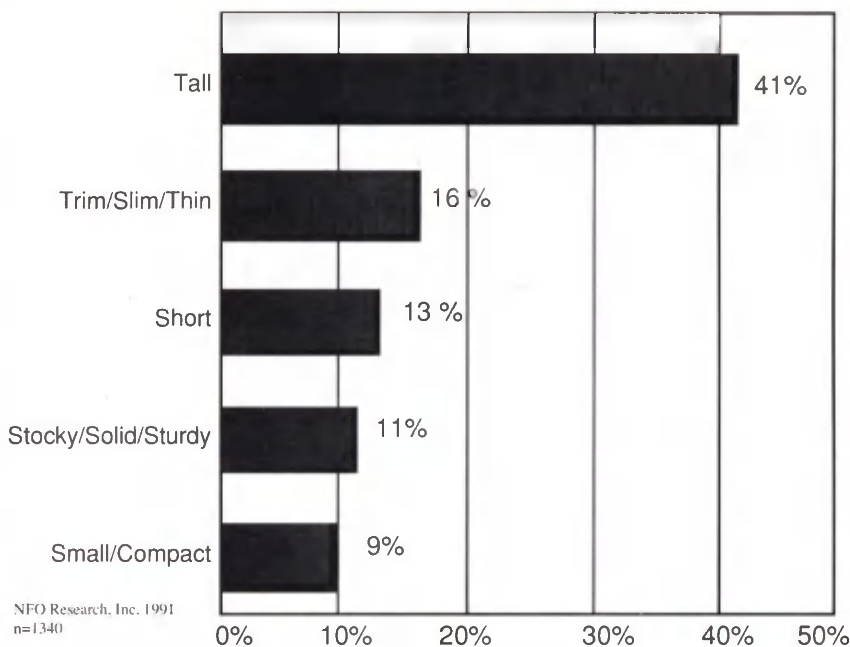
The finished campaign revealed our profile of "Mr. Coffee" through various members of his family (i.e., his wife, his parents, his sister and his elementary school art teacher). Additionally, a tag line "What'll he think of next" was included to reinforce his inventive nature. The rationale, in part, for concealing "Mr. Coffee's" identity, was to create an element of anticipation—specifically that of eventually seeing "Mr. Coffee."

Correspondingly, the tag line also produced expectations in terms of additional Mr. Coffee brand products. Consequently, we conducted informal qualitative research to validate the take-away message with consumers.

In-house interviews were conducted with females between the ages 25 and 59. The participants were exposed to the new Mr. Coffee brand image commercials. While some viewed the new brand image commercials in the context of the campaign, others were exposed to the brand image commercials individu-

## Mr. Coffee Personality Attributes

Among those indicating a response regarding HEIGHT/WEIGHT/BUILD



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ally. Participants independently evaluated each commercial in a questionnaire format prior to discussing their responses. Commercials were evaluated relative to the take-away message, brand perception, and the likeability of the commercial.

Results were quite favorable. Comments elicited subsequent to viewing the Mr. Coffee brand image campaign included the following:

*"This says that Mr. Coffee won't rest on his name. They're always looking for new ways to improve their products or even make new ones."*

*"It makes it more human. Mr. Coffee's not just a machine or a company."*

*"Are they ever going to show us Mr. Coffee?"*

*"I would consider Mr. Coffee next time...these are down-to-earth people."*

Although the Mr. Coffee brand image commercials were quite well-received, the result of the research revealed that initial exposure to the campaign should begin with the "Mrs. Coffee" commercial, as it was an easy and logical transition for consumers to make. Therefore, the campaign could be easily established by viewing the "Mrs. Coffee" execution first.

### Tracking the campaign

A tracking study was then established that incorporated a number of brand attributes associated with the campaign through the "Mr. Coffee" character. The initial wave of the tracking study was conducted in early November, prior to the roll-out of the campaign in late November. The study was conducted by the Maffett Research Group in Cleveland with a national sample of 1,000 respondents between the ages of 18 and 59. As previously mentioned, along with typical awareness preference questions used in surveys of this type, respondents were asked to rate the Mr. Coffee brand on several attributes reflective of the "Mr. Coffee" character. These included:

- Being innovative
- Being practical
- A brand you can trust
- Has highest quality overall

These questions not only enabled us

to establish a benchmark for the Mr. Coffee brand, but also to understand how effectively the brand image created by "Mr. Coffee" was being communicated.

The results of the benchmark study revealed one important implication. The Mr. Coffee brand achieved very high scores on the attributes of being practical and trustworthy. The performance on the innovation attribute was somewhat lower, on a relative basis, at that time. Notably, because at least part of

the intent of the campaign was to suggest Mr. Coffee's innovative/inventive orientation, the post-wave of the tracking study would provide some initial measure of the campaign's impact on that attribute.

The second or post wave is scheduled to run in late Fall 1992 to include both new Mr. Coffee product advertising and another flight of the brand image campaign. □



## Standard Drug

continued from p. 9

retail establishments better than the service they received at their local drugstore. Industry analysts often refer to the importance of the pharmacy (pharmacists) and store clerks as defining this concept of service, and the panelists reinforced this fact during the research.

Other published industry data that the focus groups helped confirm included:

- A trend toward mass discount warehouses and drugstores.
- The use of multiple drugstore chains

by the same consumer.

- The use of the drugstore as a less expensive substitute for physician care.

The 16 drugstore concepts were presented to the shopper panels, and the participants were asked to come to a decision as to which concept was most appealing. However, before testing each of the 16 concepts, the focus groups were asked to complete the statement, "If you could shop at only one drugstore, it would be the drugstore with \_\_\_\_\_." Thus, the respondents were not biased with the pre-selected 16 concepts until well after

they had discussed the same ideas in their own words. In addition, the original concepts were enhanced by the open-ended repartee.

The result: four concepts came to the forefront during the focus group sessions. Standard Drug management and Edelman Scott's account team now had four positioning concepts to work with. The first was related to senior citizens, the second to operations changes, and the last two to the pharmacy.

### Phase 3

Armed with the qualitative information the study entered its final stage—the quantitative phase. Since primary research validated some existing secondary industry research, the agency knew the marketing research was on track. So, the input into the agency's LINK marketing planning model was almost complete. According to Edelman's Dick Scott, "Marketing research is critical to our LINK system because even before we get the creative wheels turning, we're completely tuned in to what the customer is looking for."

Telephone surveys tested and helped advance the "favorite" drugstore concepts that emerged from the shopper focus groups. Three hundred households were surveyed using random digit dialing and respondents provided basic demographic information and answered questions on the drugstore concepts. Since all types of consumers shop drugstores, no attempt was made to target specific respondent segments. However, as expected, the final respondent profile closely resembled the target customer profile.

Before proceeding with the telephone survey, however, management slightly refined the concepts to ensure that the final ideas tested were easily adaptable and economically feasible during the short term.

Moreover, the advertising team made sure the concepts could be simply communicated, and that Standard Drug's advertising message and positioning could be differentiated from competing drugstore chains.

The result: Standard learned directly from its customers—not surprisingly, some might say—that customers most wanted to shop at the drugstore with the caring pharmacist. The focus groups had helped define the concept completely. In other words, what types of

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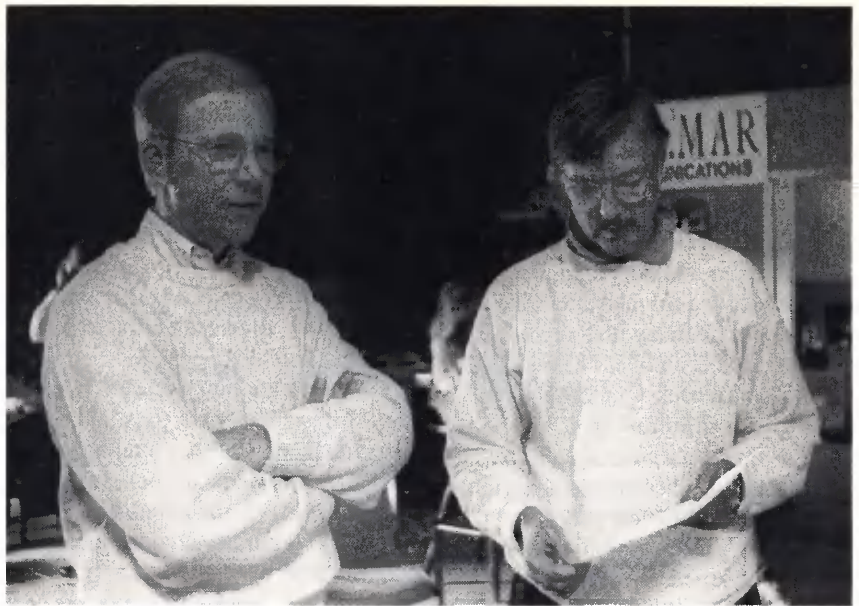
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services would the caring pharmacist offer, how accessible should the pharmacist be, and how can the pharmacist be more helpful? So, in terms of positioning and advertising messages, here are just a few of the ways the findings played out:

- Actor William Christopher, who played Father Mulcahy on the long-running TV hit *M\*A\*S\*H*, was chosen as company spokesperson. He personified the image of the caring and helpful person who customers felt comfortable asking advice. Interestingly, focus group participants had said a recognizable and personable male would be the best spokesperson.

- A new tagline was selected to represent the chain's new philosophy, "We're creating a whole new Standard." The tagline was chosen to symbolize not only the attitudinal changes in the pharmacy, but also of the store renovation program that already had changed the face of several stores. Hundreds of slogans were developed before the final slogan was selected by Standard Drug management. Neither the tagline nor the commercials were tested per se, but the creative strategies were derived di-



Actor William Christopher (l) and Edelman Scott, Inc.'s Creative Director Dick Scott take a break during the shooting of a TV spot for Standard Drug.

rectly from the research findings.

- The addition of pharmacy-related information to the company's newspaper advertising inserts helped pull the campaign together. Before the research, Standard had rarely included the pharmacy in its printed price/item advertising.

- Direct mail featured the pharmacy. A separate campaign designed for newcomers and for residents located near renovated stores specifically asked customers to come in and meet the pharmacist, by name, at the Standard Drug located closest to them. □

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## Gestalt

from p. 16

elements could have changed without diminishing the total experience? Very few, I would bet.

Similarly, virtually all great actors and directors recognize the importance of even the slightest nuance in making the characters and story credible. Directors have asked for take after take until they were satisfied with a scene. Some actors have been no less demanding.

In looking back upon your favorite movie—or dinner—you probably thought of it as a whole experience. The organization of discrete elements into a Gestalt is a common process. "It is primitive, direct, spontaneous, and mostly unlearned." Gestalt research has shown that even animals respond to organized wholes.

### Figure versus ground

In addition to the whole being greater than the sum of its parts, and our natural tendency to see Gestalts (patterns), the importance of "figure" versus "ground" is a key Gestalt concept. Figure is a point, object, or subject on which a person focuses his or her attention.

Ground is the background, or environment.

For our ancestors, a thousand years ago, the ability to select and pay attention to important aspects of their environment was a matter of life and death. Today's police officers and others in high-risk occupations must also be acutely tuned in to their surroundings. Even though our need is generally not as acute, we all pay attention to certain sights and sounds.

When we are hungry, we pay attention to restaurants we pass. When we are in a meeting, we pay attention to the facial expressions of our superiors. When leaving the office late at night, we carefully scrutinize anyone who enters our elevator.

### Implications for Gestalt advertising research

Gestalt psychology would predict that the order of presentation of executions has an effect, and of course it does. No matter how often you remind respondents to view each execution without regard to what was seen previously, they make the silent comparisons. Our minds must constantly decide what will

remain as figure and what will fade into the background.

Gestalt psychology predicts that reactions to commercials are influenced by program/media content and other ads viewed at the time; and, we have evidence that such is the case. A print ad for a Jaguar stands out more in *Yachting* than it does in *Motor Trend*.

Gestalt psychology would also predict that there are certain key elements in a commercial stand out (figure) and are remembered over time, disproportionate to the actual amount of that time that element took in the ad. We have research that confirms that hypothesis as well. For example, the near accident in the BMW TV spots is well-remembered even though it lasts only a few seconds.

### Applications for Gestalt qualitative advertising research

It is always a good idea to test more than one execution. It gives the respondents a basis for comparison, and you can notice which of the executions (or which parts of each ad) stand out and communicate well. Of course, it is recommended to rotate the order of presen-

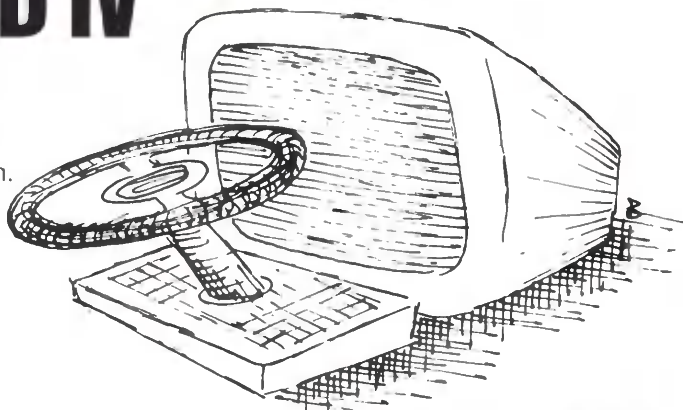
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tation of the ads.

In order for an ad to stand out among other ads, it needs to grab the attention of the consumer. Therefore, you must discover if the ad is attention-getting. What good is it to have respondents dissect an execution in excruciating detail, only to tell you later that in real life they never would have stopped to read (or watch) the ad; or, they never would have opened that direct mail piece! Magazine publishers know that newsstand sales are related to what is on the cover—an important consideration for all of us.

Consumers don't live in a vacuum. They are constantly being bombarded by advertising. Not only are 4,000 to 6,000 commercials aired each week on national networks, consumers now see ads on taxis, at sporting events, on clothing, and even at the movies. What will they pay attention to, and what will they tune out?

To many men and women, all automobile commercials are the same—sleek sedans speeding on winding mountain roads. Others say weight loss ads are the same—before and after shots of satisfied customers. Similarly, lite beer commercials generally show trim young men and women having fun.

Therefore, in order to secure the most realistic reactions to your new executions, it is important to elicit reactions to them and now they compare to competitive commercials (and possibly to your previously-seen commercials). A good campaign will probably not meet its objectives if your competitor simultaneously launches a great campaign.

Consumers see everything in context. The Academy Award-winning best picture in some years might not have even been nominated in other years. Just as all recently-seen movies are the ground for the Academy's judges, all recently-seen ads are the background for your new execution.

In order to determine the key elements within the ad, it is also important to ask respondents, "What stands out to you about this commercial?" Key elements are the things consumers will remember over time. They are the elements that either should (if they reacted negatively) or should not (if they reacted positively) be changed during the development process. A certain two seconds of a 30-second commercial may make or break the ad. Qualitative re-

continued on p. 45

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## Copy Testing

continued from p. 14

nology. More than 70% of the households now have VCRs, more than cable, and strong growth is expected to continue.

•The substantial progress made on the theoretical level of how advertising works. Concepts such as the Elaboration Likelihood Model (ELM)<sup>1</sup> and Attitude to Ad (A Ad)<sup>2</sup> introduce significant new tools for reconciling competing views on how advertising contributes to attitude formation.

•And on the empirical level, the recent results of the milestone ARF Copy Research Validity Project, which provide important new learning about the basic value of copy testing itself and the usefulness of its various measures.

Because the ARF study objectively and empirically seeks to resolve the market's fundamental disagreement over which measures work best and are most predictive of sales, a considered review of the study is worthwhile.

### ARF study examined

The final report of the ARF Copy Research Validity Project was presented in July 1990 at the Copy Research Workshop in New York City. Russell I. Haley, professor emeritus at the University of New Hampshire and principal analyst on the study, presented a recap of the origin of this eight year effort and its design, reviewed the results and highlighted the implications of the findings.

The summary of the objective and method that follows is excerpted from the Executive Research Digest of the ARF.

"The objective of the study was to determine the predictive validity of various types and measures used in copy research. Five products were included. Each submitted pairs of commercials which had demonstrated significantly different levels of sales response in one-year split cable sales tests. These were then tested across six different copy testing methods. The objective was to determine how successfully each of the

various copy testing methods and measures predicted sales 'winners.' The copy testing methods included all major types of measures but did not necessarily reflect the proprietary differences in measures used by specific copy testing firms. Moreover, as Haley noted, 'It is always possible that with other commercials, other brands, other markets or other question phrasing, or in other time periods, different relationships would be found between sales and the measures used in this experiment. On the other hand, the measures that do show strong relationships to sales performance are certainly worth your attention.' Analyses were conducted on differences between on-air versus off-air methods, pre/post versus post only, and single exposure versus re-exposure. All brands were packaged goods and established brand names."

The total sample was approximately 15,000 respondents: 5 pairs of commercials were tested in six copy testing methods, comprising 30 cells of 400-500 interviews each.



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The results were both informative and surprising. Below are listed the highest sales predicting measures found in the ARF study.

Measure	Predictive Index*
Likability	300
Recall	234
Positive/negative diagnostics	234
Main Point Communication	188
Persuasion (brand rating, post only)	184

\* An index of 100 indicates that the measure's ability to successfully identify the sales winner (80% confidence) is only operating at chance or random levels. Thus, the chart shows that the measure of Likability was able to predict the winner three times higher than chance.

The study found that a combination of several surrogate measures is more powerful than any one sales predictor alone. For example, Liking and Recall combined could accurately predict the sales winners at a predictive index of 466 (or in 14 out of 15 commercial pairs).

The study leaves most people with two interconnected conclusions:

1. Differences in advertising copy alone can be important, as evidenced by the fact that pairs of commercials were found that under rigorous testing produced large sales differences; and

2. Copy testing works, as evidenced by the fact that a variety of the so-called surrogate measures can predict which of independently tested pairs of commercials generated incremental sales.

The study also raises a number of significant questions about how people

have thought about copy testing, chiefly:

1. The relative strengths of Liking and Recall vis-a-vis persuasion; and

2. The relative weakness of pre-post brand switching vis-a-vis post-only brand rating as measures of persuasive affect. Less apparent issues are the importance of sampling to copy testing validity, and that hand-in-hand with validity we still need understanding to interpret and improve performance.

To hear that several measures are

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- Gourmet/Specialty Foods
- Healthy Prepared Foods
- Healthy Snacks
- Light Desserts
- Light Foods
- Low-Cholesterol & Low-Fat Foods
- Mail Order Foods
- Microwaveable Foods
- Microwaveable Frozen Sandwiches
- Pasta
- Poultry
- Prepared Frozen Foods
- Pretzels
- Salad & Cooking Oil
- Sauces & Gravies
- Seafood
- Soup
- Sweet Baked Goods
- Yogurt

### BEVERAGE

- Energy Drinks
- Fruit & Vegetable Juices
- Gourmet Coffees & Teas
- Microbreweries
- New Age Beverages

### DRUGS

- Alternative Drug Delivery Systems
- Central Nervous System Drugs
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- Rx-to-OTC Drug Switches

### PERSONAL CARE/HOUSEHOLD PRODUCTS

- Adult Incontinence Market
- Eyecare Products
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- Insecticides
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- Sun Care Products
- Skincare Products

### HEALTHCARE

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### CONSUMER DURABLES

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### RETAILING/CONSUMER SERVICES

- Automotive Aftermarket
- Diet Centers
- Specialty Retailing

### WATER & WASTE MANAGEMENT

- Air Pollution
- Hazardous Waste Management
- Municipal Solid Waste
- Public Water Supply
- Water Purification

### DEMOGRAPHICS

- Corporate Environmental Programs
- Emerging Lifestyles in the 1990s
- Hispanic Market in the 1990s
- Green Consumer
- Infant/Toddler/Preschool
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better than one is not surprising. We have been convinced of the relative importance of both Recall and Persuasion particularly in combination, ever since our validation work was completed in the early 1960s.

Our validation procedure compared Change in Advertising Effect, as measured by Recall and Persuasion, versus Change in Sales, as reflected by Last-Time Purchase. The evaluation procedure covered only network prime-time

television and could not take into account daytime results or other media such as newspapers and magazines. Nor could we factor in such extremely important influences as differences in price or other promotional activity.

And yet, significant positive correlations were found between Change in Advertising Effect and Change in Sales. As for the predictive power of the various ARF measures, many found the relative weakness of the pre-post persuasion measure surprising; we were more surprised by the relative strength of the Commercial Likability findings. Our use of this kind of questioning has caused us to differentiate between product-based commercial liking and entertainment-based commercial liking. We tend to be cautious when the commer-

*Perhaps in this day and age of zapping, muting, and increased clutter we shouldn't be surprised that Commercial Liking may be an increasingly important determinant of viewer attentiveness and message receptivity—and therefore, sales. But there almost certainly remains the danger of form over substance if carried too far.*

cial simply entertains the viewer without making the brand or a brand benefit an integral part of that entertainment. Perhaps in this day and age of zapping, muting, and increased clutter we shouldn't be surprised that Commercial Liking may be an increasingly important determinant of viewer attentiveness and message receptivity—and therefore, sales. But there almost certainly remains the danger of form over substance if carried too far.

Is Likability a better measure of affect than others, including traditional persuasion measures, or is it related to some additional dimension in the communication dynamic? There is a good deal of evidence in the cognitive response literature that suggests that when consumers actively process messages, they are more likely to act on them than

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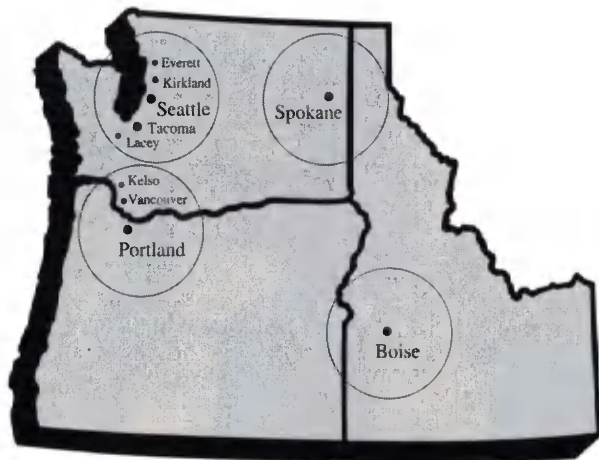


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when they passively receive messages. One way copy testing has traditionally measured this is by reviewing the respondents' verbatim descriptions of their reactions to determine the extent to which they reveal processing that goes beyond mere recitation of the ad's content.

The subjectivity of the coding process associated with the various systems has, however, presented considerable reliability problems. If the Validity Project's Likability is a closed-end surrogate for this open-ended involvement analysis, it may add new vitality to an important dimension of the communication dynamic.

Our own thoughts on why Liking is important are summarized below:

—Commercials that are liked may get processed more fully. Liking may reflect the degree of positive cognitive processing or viewer involvement that occurred.

—Liking may be a measure of the positive affect that has been transferred from the commercial to the brand as a

part of attitude formation. Liking a commercial becomes a salient attribute of the brand and/or evokes a gratitude response, particularly in low-involvement categories (the so-called "A Ad" phenomenon).

—Commercials that are liked may get better exposure. During second and subsequent exposures, viewers may be less likely to mentally or physically screen out the well-liked commercial and be more willing to watch it again.

—Liking may be a more benign measure of Persuasion than buying intent or brand switching in that the respondent does not feel he or she is being asked to buy, or make some commitment to buy, the advertised product. Liking may be Persuasion in the vernacular of the respondent.

#### **Important criticisms**

The Validity Project is subject to important criticisms. Certainly the core questions about the replicability of the five-pair test and the applicability of the findings from these specific tests to

other product categories and market situations will be debated within many councils. Another debate will surely involve which combination of predictors is most valid for a given product category.

Additionally, we will all try to judge to what extent design differences between the prototype methods used in the project and those that we individually use should be expected to weaken or strengthen the relationships suggested by the findings.

There is, of course, an important difference between Validity and Understanding. Validity in advertising research has to do with whether or not the measures selected are relevant to sales. Understanding has to do with what actually happened during exposure in the sense of being able to interpret and use that information to improve advertising effectiveness. Although we are all farther away from understanding the dynamics of the communication process than we would like to be, efforts like the ARF Validity Project allow us to test and refine our hypotheses about the

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most basic of all copy testing issues: how advertising works. Properly considered and judiciously applied, the study has valuable implications for all of us involved in advertising research.

### Subsequent work on Liking

Since the ARF released its findings, we have done additional work to better understand the new measures, particularly Liking. One of the questions about Liking that we have studied is how it relates to the more traditional surrogate measures of advertising effectiveness, Recall and Persuasion. Does Liking provide insight about some new dimension of the communication process or does it measure, perhaps more effectively, one or more of the dimensions currently being considered?

In the pilot work for our new television copy testing service, InTeleTest, we tested eight commercials from six different product categories. We obtained Recall, Liking and Persuasion, as measured by overall Brand Rating. Analyzing the results at the respondent level, we found very strong positive correlations between Liking and Persuasion, and very weak correlations between Recall and either Liking or Persuasion. This confirmed previous work our firm did in the mid-'70s that showed a lack of correlation between Recall and Persuasion.

From additional analysis conducted in 1990 on Gallup & Robinson and ARF measures on print advertising, we found comparable conclusions: a significant positive correlation between Liking and Persuasion, and a relative lack of correlation between either Liking or Persuasion and Recall.

Correlation Between Liking, Persuasion and Recall		
	Television	Print
Liking and Persuasion		
Liking ↔ Brand Rating	+ .66	+ .60
Recall and Liking or Persuasion		
Recall ↔ Liking	+ .13	+ .24
Recall ↔ Brand Rating	+ .10	+ .21

This shows Liking to be strongly related to the affect measures and that it and Recall are measuring different dimensions of ad performance. Further,

we find that adjectives associated with positive Liking are generally those that are associated with information rather than the entertainment dimension of the commercial. Liking does, indeed, seem to be an important measure of advertising effectiveness.

### Applying the findings

The confluence of market needs and copy testing developments makes our field as exciting and potentially fertile a research discipline as it has been in years. It also puts research professionals in the position of again having to decide between maintaining the status quo in what they use, particularly for continuity of norms and user acceptance purposes, or experimenting with a new design. As a supplier, our own decisionmaking process has led us to InTeleTest, a new copy testing system which we feel offers at least three improvements over conventional approaches:

1. New and expanded measures. The ARF study shows that the traditional measures of Recall and Persuasion continue to demonstrate empirical validity. It also shows that new and expanded measures add important dimensions to understanding the full communication dynamic of a commercial.

2. Controlled at-home exposure. Up to now, an advertiser had to choose between testing on-air (with the plus of being in the environment in which the stimulus will appear) or testing in a theater/mall (with the plus of being more controlled). The widespread acceptance of the VCR opens the opportunity for a new form of copy testing distribution that combines the real-world advantages of on-air testing with the control advantages of theater/mall testing.

Using a VCR technique, test commercials can be inserted into program material that has never before been seen. It offers a number of benefits and improvements over current on-air, or in-theatre exposure media. Importantly, it still maintains an in-home, natural viewing situation. The cassette, contrary to what we initially thought, does not hype recall or other affect levels.

Unlike on-air testing, however, the cassette approach allows the same program to be used from test to test and the commercial environment to be selected

by the researcher, thus giving laboratory control over the exposure while maintaining a real-world setting and thereby improving reliability.

The InTeleTest cassette allows for re-exposure of test commercials so that measurements and reactions can be reported for the total sample and not confined to recallers.

3. Better samples. Sampling is among the most murky issues in copy testing. There are at least two aspects of sampling where improvement can be sought.

First, we should push ourselves away from the severe city limitations that copy research has come to accept. Our past experience, over thousands of commercial tests, shows that performance of the same commercial in different markets can be significantly different. Russ Haley echoed this in his ARF presentation when he said, "It is a well-known fact that copy test results for the same piece of copy can and often do vary from market to market."

We feel InTeleTest testing, in 10 markets dispersed across the U.S. including major metro areas, is a more representative sample than can be offered by on- or off-air services that are restricted to two, three, or four markets.

Second, we need to find ways to boost respondent participation rates in our studies. When mail invitations or telephone pre-recruiting are used, the rates at which people agree to participate are sufficiently low to throw into question the representativeness of those who participate versus those who do not. We have found that personal placement and the invitation to view a never-before-seen pilot show increases acceptance significantly. The result, we feel, is more representative samples.

### Looking ahead

Looking ahead, we can't envision new techniques 20 years out. It seems likely, however, that new measures based on improved understanding of how advertising works, better ways for distributing test commercials, and improved sampling should guide our thinking for years to come. And even newer developments will surely emerge. For in a way, there is nothing new about new developments. □

1 (ELM: Petty and Cacioppo, 1981a)  
2 (P. Miniard, S. Bhatla, R. Rose: Journal of Marketing Research, August 1990)



## Survey Monitor

from p. 18

that many in the nation don't enjoy the full benefits of our health care system," Ribner says.

While Americans say they want a national health care system and universal access to services, only two in ten think the government would do a better job managing it. Three times as many (60 percent) think private industry would do the better job. Support for the private sector is strongest among those who are currently insured. However, across all population segments, support is higher for private management of health care. Even among the uninsured, 80 percent of whom support national health care, only three in ten favor a government-run system.

The survey also measured potential support for managed health care as a part of a national program. Managed health care, which includes HMOs and PPOs, has attracted considerable national attention as a potential cost containment feature of any national health plan that is adopted. Managed care organizations offer comprehensive health care programs that encourage appropriate use of services in the most cost effective settings.

To keep health care affordable for all Americans, a majority of those surveyed support being required to use cost effective doctors and hospitals if expensive medical care is needed. Among the uninsured, support for managed care is even stronger. Seventy percent support required use of cost effective health care providers and nearly 70 percent support required use of a personal doctor who would decide what care they receive. "This suggests that there is significant receptivity among Americans to including managed care in any health care reform package," says Chester E. Burrell, president and CEO of Novalis Corp.

The survey also found that those who said they were in "poor" health were receiving services in about equal numbers, regardless of their health insurance status. However, among those in "fair" health, the uninsured seek services at a rate 50 percent less than that of the insured. "Those who are uninsured may be postponing needed treatment until their health problems grow much worse," Burrell says.

## Study finds microbreweries to be a solid success

According to a study by Packaged Facts, the New York-based research company, the microbreweries market grew 28% (in terms of volume) last year, to reach sales of 568,800 barrels. 1992 growth is projected at 25%. The study projects that annual growth will continue to decline, hitting 13% percent by 1996, when barrel sales will total 1,352,040.

"These statistics are somewhat illusory, however," says David A. Weiss, president of Packaged Facts. "In the microbreweries market, individual corporate success can actually make sales go down." This is because, by definition, marketers selling more than 15,000 barrels are no longer considered microbrewers. Thus, marketers (Anchor Brewing Company is an example) can grow themselves out of the category causing a sudden drop-off in total sales. "But," Weiss says, "the bottom line is, microbreweries are a solid success."

But though their success is clear, exactly what microbreweries are is a somewhat fuzzier matter. For instance, the fastest gaining segment in the market is contract brewers, whose sales increased by 40% in 1991 to a total of 204,400 barrels. But contract brewers are, in fact, not breweries at all, despite the fact that their number includes some of the best-known names in the category, such as Samuel Adams Boston Lager (manufactured by the Boston Beer Company), and Brooklyn Lager (made by the Brooklyn Brewery). These marketers devise a product, then hire another brewery to manufacture it for them. This reduces startup costs and creates the flexibility that has allowed the segment to lead the category in growth.

The number two-gaining segment last year, brewpubs (up 34%, to hit 110,700 barrels), does indeed brew its own beer, which is served on premises. But, unlike conventional breweries, brewpubs often do not package beer to drink at home. This is usually due to local restrictions. Some 20 states still do not allow brewpubs to operate at all.

The largest segment in the market is known as "microbrewery," virtually the same title as the category as a whole. Catamount Brewing Company of Vermont, the Widmer Brewing Company

and Hood River Brewing Company, both of Oregon, are some of the better known marketers in this segment. They are, as one might assume, small breweries that brew and package beer to be sold at various outlets. In 1991, the microbrewery segment (not to be confused with the category as a whole) gained 18%, to hit 253,700 barrels.

## Gestalt

from p. 39

search can help identify that segment or segments.

In some commercials the specific colors, costumes, actors, music, action, may not make a difference. In other ads, one change could make all the difference in the world. Part of the job of qualitative advertising research is to identify those key elements that disproportionately affect the Gestalt or overall impression.

Question: Would the recent Citibank credit card campaign be as good if they had picked "You've Got A Friend" as their music rather than "Stand By Me"? The theme of both songs is the same, but the total Gestalt would have been very different. What about the movie "Ghost" without "Unchained Melody"? Would the Memorex commercials work as well if the recorded sound shattered a pair of eyeglasses instead of a wine glass?

These key elements contribute greatly to the effectiveness and overall feeling of these communications. Qualitative research can help identify winning elements, and explain why those elements have such a strong effect.

### Summary

- Qualitative advertising research can help during ad development to point the agency and advertiser toward the most effective ads. It can be used for TV, print, radio, FSI's and direct mail executions. It is also useful for quick competitive checks or disaster checks.

- Gestalt psychology reminds us of the importance of the context surrounding the ad in the minds of the consumer. That context is determined by competitive ads, program/media content, and the previous ads for the product.

- Qualitative advertising research can uncover the features that stand out about a particular execution. Those are the elements that should be kept, if they are positive, or should be changed if they hurt the communication. □

# The Source For Research

Throughout the year, **Quirk's Marketing Research Review** keeps its 15,500 histories of successful research projects and articles on how to get the most out of sources of information on providers of research-related products and services from contents:

## January

### Health Care Research

- Health care research case histories
- SourceBook supplement

## February

### Data Processing/Software

- Annual directory of firms that provide data processing services and software products for the marketing research industry
- Research case histories and technique discussions

## March

### Advertising Research

- **Articles and case histories about advertising research**

*The 1991 advertising research issue featured: an article on the value of verbatims in the creation of advertising, written by the advertising research manager of the Fallon McElligott agency; a case history on Copper Mountain ski resort's use of tracking; and a visit with an account planner at a New York ad shop who uses personal interviews to help her agency's staff develop stronger advertising.*

## April

### Business-to-Business Research

- **Spring Researcher Card Deck**
- **Articles and case histories about business-to-business research**

*The April, 1991 business-to-business issue contained hands-on technique articles such as "Retooling the focus group to business-to-business research" and "Defining the system of needs in an industrial market."*

## May

### Telephone Interviewing

- Annual directory of telephone interviewing facilities
- Research case histories and technique discussions

# Industry Information

subscribers up to date on trends in the marketing research industry through case research techniques. In addition, our six annual directories are sought-after data processing to focus group facilities. Here is a sampling of each issue's

## *June/July*

### Syndicated/Omnibus Research

- Annual directory of firms that conduct syndicated and/or omnibus research studies
- Research case histories and technique discussions

## *August/September*

### Researcher SourceBook

- Annual directory of research firms
- This year's SourceBook listed over 3,000 research service providers from Anchorage to London.*

## *October*

### Customer Satisfaction

- Articles, case histories and our annual directory of firms which specialize in customer satisfaction and service quality research
- The 1991 customer satisfaction issue offered an in-depth look at how CIGNA uses a patient satisfaction study to tailor the services of its health plans.*

## *November*

### Mall Research/Packaging Research

- Annual directory of permanent mall research facilities
  - Fall Researcher Card Deck (now bound within the issue)
  - Articles and case histories about packaging research
- The cover story of 1991's packaging research issue profiled 3M's use of packaging research for its wood care products line.*

## *December*

### Qualitative Research/Focus Groups

- Annual directory of focus group facilities
- The 1991 Focus Group directory contained over 950 listings.*
- Articles and case histories on focus group research



# QUALITATIVE RESEARCH/FOCUS GROUP MODERATORS

Listed below are names of companies specializing in focus groups. Included are contact personnel, addresses and phone numbers. Companies are listed alphabetically and are also classified by state and specialty for your convenience. Contact publisher for listing rates: Quirk's Marketing Research Review, P. O. Box 23536, Minneapolis, MN 55423. 612/861-8051.

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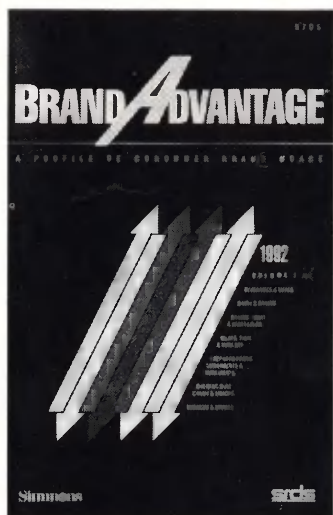
We're currently planning the next several issues of QMRR and we're looking for research projects to profile. If your company or organization has a research project that would make an interesting case history, we want to cover it!

The story development process is simple: a QMRR writer conducts the necessary interviews by phone and then writes a draft of the story. Because the case histories may touch on sensitive information, we allow interviewees to read a draft of the story before it goes to press. Please contact Joseph Rydholm, managing editor, for more information or to discuss a story idea.

Quirk's Marketing Research Review  
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## Product & Service Update from p. 24

brand usage information derived from over 40,000 interviews conducted in 13,000 households for leading pack-



aged and non-packaged goods brands. In printed format, BrandAdvantage will provide profiles of over 3,800 consumer

brands and 300 product categories, examining brand penetration, usage, and user activity for men and women 18 years and older. The annual two-volume set is organized by brand classifications such as beverages & mixes, health care products, appliances & computers, and baby & children's products. These categories are further divided into product categories. Performance data is provided for thousands of specific brand name products. For more information, call Bob Parzy, product manager, SRDS, at 708-441-2105.

## Update for Raosoft SURVEY available

A new update to Raosoft SURVEY (a DOS-based statistical database for surveys and questionnaires of all types) provides access to both extended and expanded memory, additional graphical printer support, and other features. Version 2.0 will be shipped automatically to registered owners of Raosoft

SURVEY and SURVEYFirst. Printer support for graphics, before available for PostScript printers, has been expanded to support HP III printers with two or more megabytes of memory. The query option will now accept multiple write-in selections, as many as will fit in the input window. Other enhancements include the option to print only ques-



tions which have been filled with data, rather than including all questions—empty as well as answered. In addition, the new database management command of "create query database" gives additional capacity for selecting out and handling subgroups of data. For more information, contact Catherine McDole Rao, 206-535-4025.

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## Trade Talk

continued from p. 54

example, the study found that cookies are most popular in the South, and they are least popular in the West.

Ice cream and crackers are popular across all regions. Cakes and snack cakes are most popular in the Mid-West and South, and less popular on the coasts. Soft frozen yogurt is most popular in the East.

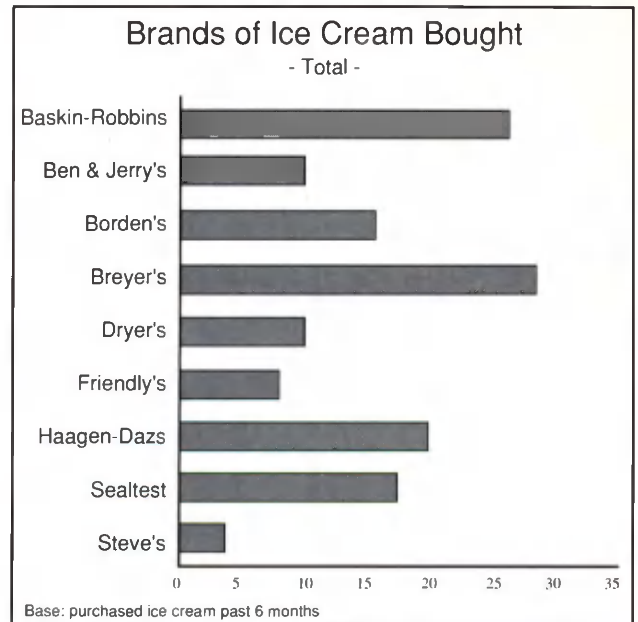
Keebler and Nabisco are the top two brands in the cookie category. Strong regional brand differences existed for each of the categories. For example, Pepperidge Farm was strong in the East and West, Mrs. Fields was strong in the West and almost non-existent in the South.

### Regional brands

Wilensky says the presence of regional brands in every category makes it clear that marketers need to think of their competition on a market by market basis. "You need to look at competition on a regional basis. For example, in the cakes/snack cakes category, Friehofer's and Drake's are strongly East Coast brands and I'm sure that they represent competition to the national brands in the East. They won't be a factor in the Midwest, South, or West, but there will be other brands in those regions that are just as strong."

A number of changes have been made for the current wave of the study, which is now in the field. The impact of low fat/low cholesterol items will be measured in each category

through "share of stomach." The sample size and the brand list will increase, and new markets will be added. In response to client requests, source of purchase will be tracked, in part to gauge the importance of non-traditional stores such as



warehouse outlets and shopper's clubs. In addition, some questions will be included to measure the impact of the recession on snack consumption. □

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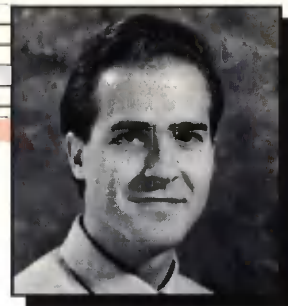
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by Joseph Rydholm  
managing editor

## We love our desserts

**W**hen it comes to our dietary habits, we Americans know what's good for us. (And if we don't, you can bet someone is ready and waiting to tell us.) For example, we all know we should cut down on sugar and fat. But God help us, we love our desserts, our cakes and our cookies.

Our desire to eat right and still satisfy the craving for rich foods has led food makers to create snack/dessert products (and other items) with fat substitutes on the inside and bizarre labeling (97% Fat Free!) on the outside.

Though many of these products leave something to be desired--at least the ones I've sampled--Americans are buying them, according to the pilot wave of a new ongoing study of snacking habits.

The study, called "America's Sweet Tooth," is being conducted by The Research Advantage, Hawthorne, New York.

For the pilot wave, completed last summer, the firm conducted in-person interviews with 600 women in cities across the country who said they were the primary shoppers for their family. The women were asked about their recent purchases of desserts/sweets in five categories: cookies, crackers, cakes/snack cakes, ice cream, and soft frozen yogurt.

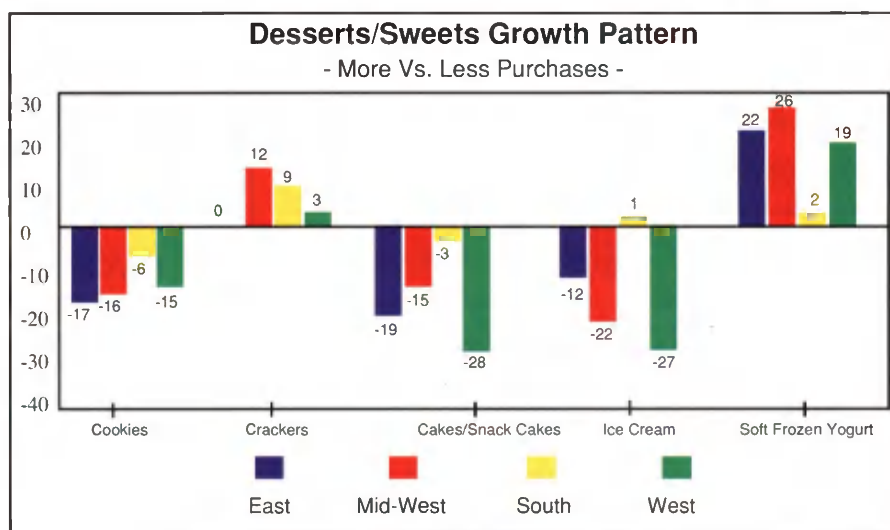
While this preliminary round of the study didn't delve into consumption of low fat/low cholesterol products by category, the overall popularity of items making low fat/low cholesterol claims was substantial. "The acceptance was overwhelming," says Barry Wilensky, chairman of The Research Advantage.

Results from the interviews show that three-quarters of the households said they purchase snack items that are labeled "low fat" and/or "low cholesterol."

Of that group, nearly one-third said they purchased these products because of package labeling; less than one-fifth purchased them because they are available. One half said they purchased the items for a combination of both reasons.

Some other findings:

Respondents said they purchased more crackers and soft frozen yogurt in the past year, fewer cookies, cakes/snacks,



less ice cream.

Soft frozen yogurt showed largest usage gains over the past year. The women said they had used more of it in the past year across all regions. In this category, TCBY had a strong presence in all four regions, as did Dannon and Colombo.

Purchase patterns differ depending on the region. For

continued on p. 53

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*Director of Market Research, Faultless Starch/Bon Ami*

2. Fantastic - I finally understand the stuff that good college professors could not explain if their lives depended on it. Great manual. Speaker is really great - I have learned more from him in 2 days than I did in 2 years in grad school!

*Market Administrator, GTE Directories*

3. If the wealth of information, knowledge and understanding I walked away with could be converted to money, I would be a millionaire from hereafter. I was never more impressed with an instructor and a seminar as I was with this. Workbook like none I have ever been exposed to . . . somewhat similar to the Encyclopaedia Britannica. Speaker dynamic, exciting, brilliant, showed tremendous interest in the subject as well as each participant.

*Project Coordinator, General Foods*

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*Manager, ICI Pharmaceuticals*

5. I have listed more than 30 ideas for immediate implementation at my company. Outstanding speaker: expert, enthusiastic, as good a listener as he is a teacher.

*Manager, Consumer Research, Heinz*

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*Product Researcher, Midmark Corporation*

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## The Burke Institute

### Partial Schedule of Seminars Through December 1992

<b>101. Practical Marketing Research</b> Cincinnati ..... Mar. 2-4 Boston ..... Mar. 23-25 Chicago ..... Apr. 20-22 Cincinnati ..... May 4-6 New York ..... June 15-17 Toronto ..... July 6-8 Cincinnati ..... Aug. 3-5 New York ..... Aug. 31-Sept. 2 Cincinnati ..... Sept. 21-23 Atlanta ..... Oct. 12-14 San Francisco ..... Nov. 2-4 Chicago ..... Nov. 23-25 Cincinnati ..... Dec. 14-16	<b>502. Generating and Evaluating New Products and Services</b> Cincinnati ..... May 7-8 Cincinnati ..... Sept. 24-25
<b>104. Questionnaire Construction Workshop</b> Cincinnati ..... Mar. 9-11 Chicago ..... Apr. 27-29 Cincinnati ..... June 1-3 Toronto ..... July 13-15 Cincinnati ..... Aug. 10-12 Atlanta ..... Sept. 28-30 Los Angeles ..... Nov. 8-11	<b>504. Advertising Research</b> New York ..... July 23-24 Cincinnati ..... Nov. 19-20
<b>105. Questionnaire Design: Applications and Enhancements</b> Cincinnati ..... Mar. 12-14 Chicago ..... Apr. 30-May 1 Cincinnati ..... June 4-5 Toronto ..... July 15-17 Cincinnati ..... Aug. 13-14 Atlanta ..... Oct. 1-2 Los Angeles ..... Nov. 12-13	<b>505. Positioning and Segmentation Research</b> New York ..... July 21-22 Cincinnati ..... Nov. 17-18
<b>201. Focus Groups: An Introduction</b> New York ..... May 21-22 San Francisco ..... Nov. 5-6	<b>506. Customer Satisfaction Research</b> Boston ..... Mar. 26-27 New York ..... May 19-20 Cincinnati ..... Nov. 2-3
<b>203. Focus Group Moderator Training</b> Cincinnati ..... Apr. 14-17 Cincinnati ..... June 22-25 Cincinnati ..... July 21-24 Cincinnati ..... Sept. 15-18 Cincinnati ..... Oct. 20-23 Cincinnati ..... Nov. 17-20	<b>601. How to Summarize, Interpret and Explain Marketing Research Data</b> Chicago ..... Apr. 23-24 Cincinnati ..... July 27-28 New York ..... Sept. 3-4 Cincinnati ..... Oct. 26-27
<b>205. Writing and Presenting Actionable Marketing Research Reports</b> Cincinnati ..... Apr. 6-8 Cincinnati ..... June 8-10 Cincinnati ..... Aug. 24-26 Chicago ..... Oct. 5-8 Cincinnati ..... Dec. 7-9	<b>602. Tools and Techniques of Data Analysis</b> Cincinnati ..... Mar. 30-Apr. 2 Chicago ..... May 14-14 Cincinnati ..... June 29-July 2 Cincinnati ..... Aug. 19-21 Boston ..... Oct. 6-7 Cincinnati ..... Nov. 30-Dec. 4
<b>401. Managing Marketing Research</b> Cincinnati ..... Apr. 9-10 Cincinnati ..... June 11-12 Cincinnati ..... Aug. 27-28 Cincinnati ..... Dec. 10-11	<b>701. Practical Multivariate Analysis</b> Cincinnati ..... Apr. 13-15 Cincinnati ..... May 27-29 Cincinnati ..... July 29-31 Boston ..... Sept. 9-11 Cincinnati ..... Oct. 28-30
<b>501. Applications of Marketing Research</b> Cincinnati ..... Mar. 5-6 New York ..... June 18-19 Cincinnati ..... Aug. 6-7 Atlanta ..... Oct. 15-16 Cincinnati ..... Dec. 17-18	<b>702. International Marketing Research</b> Toronto ..... July 9-10
<b>402. Business to Business Marketing Research</b> Cincinnati ..... Mar. 16-18 Cincinnati ..... Nov. 7-8	<b>Four-Week Certificate Program</b> Cincinnati ..... Aug. 3, Aug. 28, 1992
<b>2 Week Segments</b> Cincinnati ..... Mar. 2-Mar. 13 Cincinnati ..... Mar. 30-Apr. 10 Chicago ..... Apr. 20-May 1 Cincinnati ..... Nov. 30-Dec. 11	

Please call Lisa Raffignone at 800-544-7373 (ext. 6135) for schedule information for the following seminars which are also currently offered by the Institute:

- Introduction to Marketing Research
- Marketing Research for Decision Makers
- Focus Groups: An Applications Workshop
- Effective In-person Presentation of Marketing Information
- Using Multivariate Analysis: A P.C. Based Workshop
- Experimental Designs for Marketing Research
- Industry Specific Seminars
  - Healthcare
  - Pharmaceutical
  - Telecommunications
- Qualitative Marketing Research with Children
- Interviewing Executives and Professionals
- Financial Institutions
- Public Utilities
- Automobile/Transportation

ALL OF THE ABOVE SEMINARS ARE AVAILABLE FOR IN-HOUSE PRESENTATION

Please look over the list of our current seminars. Then call us toll-free. We will help you select the best seminar or other educational opportunity to meet your specific needs. Please call Lisa Raffignone, Marketing Manager, or Dr. Sid Venkatesh, President, at 800-544-7373 (ext. 6135) or 800-543-8635 (ext. 6135) or 606-655-6135.





# REFRESHING

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