



# Example Print Ad Test Report

19 August 2022

N = 189 feedbackers (convenience sample of English speakers)

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# Print Ad Test

## Comparison of ads tested

Feedbackers (N = 189)

	Print Ad 1	Print Ad 2	Print Ad 3	Print Ad 4	Average
<b>KPIs</b>					
Likeability	83%	84%	81%	79%	82%
Relevance	79%	69%	76%	73%	74%
Authenticity	80%	80%	73%	73%	77%
Originality	80%	80%	78%	73%	78%
Easy to spot	79%	71%	78%	74%	75%
Trustworthiness	85%	84%	78%	68%	79%
Clarity	84%	92%	85%	81%	86%
Intent to follow call to action	84%	71%	73%	71%	75%
Intent to discuss further	75%	66%	75%	73%	72%
<b>Summary KPI performance</b>	<b>81%</b>	<b>77%</b>	<b>78%</b>	<b>74%</b>	<b>77%</b>
<b>Channel</b>					
Website/blog	45%	47%	45%	48%	46%
Social media (e.g. Instagram, Facebook)	61%	53%	70%	71%	64%
E-mail newsletter	18%	14%	19%	15%	17%
Google/Bing search results	42%	44%	34%	34%	39%
Mobile Games	20%	16%	35%	15%	22%
Print newspaper/magazine	42%	42%	35%	42%	40%
Outdoors	31%	31%	17%	18%	24%

# Print Ad Test

## Comparison of ads tested

Feedbackers (N = 189)

Emotions	Print Ad 1	Print Ad 2	Print Ad 3	Print Ad 4	Average
Happy	52%	45%	50%	56%	51%
Joyful	30%	21%	38%	38%	32%
Content	51%	49%	30%	30%	40%
Silly	7%	4%	5%	3%	5%
Sad	0%	1%	2%	1%	1%
Angry	3%	2%	0%	1%	2%
Worried	2%	0%	4%	0%	1%
Confused	3%	7%	4%	13%	7%
Surprised	26%	29%	30%	26%	28%
Embarrassed	9%	8%	13%	5%	9%
Nervous	0%	2%	4%	3%	2%
Calm	43%	38%	21%	32%	33%
Excited	17%	35%	47%	25%	31%
Disgusted	0%	0%	1%	4%	1%

# Print Ad Test: Ad Council Associations

Feedbackers (N = 189)

*“ The grass in the ad looks like it is about **keeping nature clean**. The **bottle** in the ad shows the need to recycle plastics to reduce waste and pollution.”*

## First comments (full comments available in full report)

1. keep america beautiful
2. PEACE
3. Relieve stress
4. How silly people are when they think they have solved a problem
5. Green recycling and cleaning up the countryside
6. nature beauty
7. Recycling, parks, bench
8. plastic need to be recycled to save earth
9. I immediately notice that the ad is associated with IWantToBeRecycled.org and the Ad Council's Keep America Beautiful campaign.
10. National waste &recycle association
11. AD Council that come to my mind when I look at the advertisement.
12. Keeping the environment clean
13. It could be something new. Money and time could be saved.
14. That recycled items can be made, repurposed into something useful and beautiful.
15. taking a break
16. look like beach
17. Recycling, Beauty of the Earth, the bottle that reminds me how much waste we throw into our ocean killing our ocean life
18. IWantToBeRecycled.org
19. NGO
20. Nature and recycling
21. Recycle, Clean, Order
22. Recycling, climate change, pollution, keeping plastic out of oceans, doing what's best for the environment
23. I associate the bottle with a plastic recyclable
24. Green grass, smell of new cut grass, clean America, remember the ad with the Indian crying over all the accumulated garbage at a river.
25. Landfills, repositories of non-recyclable plastics.
26. Recycling, earth. global warming.
27. a park because theres so much greenery around. the other thing i thought was "why is there a plastic bottle sitting there?"
28. recycling plastic material is important.
29. eco-friendly, moving towards a better future, promoting recycling - all good things
30. Furniture ad...

# Print Ad Test: Ad Council

## Likes and dislikes

Feedbackers (N = 189)

### Likes



### Dislikes



#### First comments (full comments available in full report)

1. I like the quote (11 responses)
2. I like the green color / grass (11 responses)
3. i like this part because i like the nature
4. i like this place
5. i like this text style
6. the wooden chair
7. Theme of this advertisement I like very much.
8. I like how the design of the picture is elaborated
9. That plastic waste can be turned into something useful.
10. The font style and the background is really natural and attractive.
11. the bench is very nice and color of the tree color
12. liked the inner meaning
13. This phrase is simple, but memorable. Also, the water bottle and bench are both necessary to the ad. The ad is simple overall, but none of the space is wasted or too busy....

1. Nothing (22 responses)
2. dont like this bottle shape
3. boring bench
4. i dislike this part because plastic spoil the nature
5. The whole image looks boring.
6. America is already beautiful. Hate the ad council part.
7. the fact that the bench picture is not full
8. too wordy
9. The font design is ok just it could have been worded better. Like not I want to be a bench maybe a planter for a plant.
10. a open bottle makes this place darty
11. Not enough sky
12. Seems to be a lot of empty space. Maybe the bottle isn't big enough.
13. anything that reminds me of MAGA phrasing makes me upset
14. This quote position and font...

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