

TABLE OF CONTENTS

Overview	3
The Evolution Of Commercial Impact Measurements	11
The Campaign: More Than A Single Impression	18
Are Consumers Bombarded Mercilessly By Ads?	21
The Erosion Of TV's Advertising Impact: A Major Problem For Advertisers	23
Defining Commercial Exposure: What The Research Tells Us	28
Summary Of 20 Surveys On TV Commercial Exposure	29
Memory Loss And Delayed Sales Effects: How Quickly Do We Forget TV Commercials?	32
One Commercial's Impact On Sales: A Three-year Cause And Effect Study	35
Advertising Receptivity Variations By Demographics & Product Class	37
How Consumers Rate Product Category Ads When It Comes To Honesty	42
So-called "Ad Avoiders" Aren't Necessarily Lost To Advertisers	49
Who Is The Better Advertising Target: Past Or Future Buyers?	65
Consumer Response To Commercials: Positive/Negative	
Evaluations And The Heavy Viewer Effect	67
How TV Commercial Awareness And Attribute Ratings Vary By Product Class	71
Surprise, Surprise: Ads That Score Well In Recall/Motivation	
Produce Greater Sales Results	74
What Kinds Of TV Commercials Work Best?	76
Commercial Genres: Do Some Approaches Work Better Than Others?	78
Small Vs. Large Brands: Which Benefit More Per TV Ad Exposure?	80
The Effects Of Frequency Of Ad Exposure On Product Sales	83
Modeling Ad Awareness: How Many GRPs Does It Take?	85