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THE POWER OF INTELLIGENCE IN ACTION

TO: Kevin Clegg - Americhip, Inc
FROM: Philip W. Sawyer - SVP, Research Group Director Starch™ Communications
DATE: December 11, 2003
RE: Clairol Herbal Essences Ad



Starch generally employs four terms as measures of advertising effectiveness:

- **Noted:** *The percentage of readers who remember having seen the ad – a measure of stopping power.*
- **Associated:** *The percentage of readers who remember having seen the name of the advertiser or product – a measure of branding.*
- **Read Some:** *The percentage who read any of the body copy.*
- **Read Most:** *The percentage who read half or more of the copy – a measure of reader involvement with the ad.*

For this report, in addition to the percentage scores for the readership measures we will employ Issue Indexes in order to give the client a measure of the relative effectiveness of the ads in the publication. To create the indexes, we took the scores for Clairol Herbal Essences ad and divided them by the median score for all of the ads in the issue. The resulting index indicates the extent to which the ad performed above or below the median, where the median is 100. An ad with a Noted index of 120 would be 20% above the median; an index of 75 would be 25% below median.

The Clairol Herbal Essences that appeared in the October 2003 issue of Teen People earned the following readership scores: **Noted 100%; Associated 100%; Read Some 100%;** and **Read Most 69%**. These values translate into the following Issue Index scores: **Noted 124; Associated 131; Read Some 144;** and **Read Most 163**, in short, considerably above the median for the issue (though

because of the small amount of copy, the Read Most score should be taken with some caution).

In addition to the Issue Indexes, we compared the performance of the ad with other kinds of ads (either by product category or by size or both) that have appeared in the publication, and the Clairol ad's indexes are invariably far above the median. For example, when compared to other inserts (comprising cosmetics and clothing products, which are generally high-interest categories), the Clairol ad indexes 35% higher in Noted, 52% higher in Associated, and 70% higher in Read Some. Compared to all the two- page spreads in the publication, the Clairol ad is 27% higher in Noted, 47% higher in Associated, and 64% higher in Read Some.

Although this consistently high level of readership compared to the various median scores is most impressive, these comparisons do not really reflect the exceptional nature of the performance of this ad. In the many years of looking at print advertising readership scores, no one currently working for Starch can remember ever seeing an ad that earned the 100% level for any three of the Starch measures. We believe that it is the highest scoring ad that we have studied in the past 30 years, at least. Moreover there is little doubt that the driving force behind the response to the ad is its "voice, " which not only attracted initial attention (which might be expected from an ad that draws attention to itself with such energy), but also registered the advertiser's name with so many readers. Extremely rare is the ad in any publication, including this one, which earns an Associated score above 90%. An Associated score of 100% is unheard of, until now.

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