

**WHAT INCREASES AD RECGONITION?: A CONTENT ANALYSIS TO LOOK AT  
THE IMPACT OF HEADLINES, GRAPHICS AND CATEGORY ON PRINT  
ADVERTISING IN AN AGRICULTURAL PUBLICATION**

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The undersigned, appointed by the dean of the Graduate School, have examined the thesis entitled

WHAT INCREASES AD RECOGNITION?: A CONTENT ANALYSIS TO LOOK AT THE  
IMPACT OF HEADLINES, GRAPHICS AND CATEGORY ON PRINT ADVERTISING IN  
AN AGRICULTURAL PUBLICATION

presented by Stephanie Gable,

a candidate for the degree of masters of arts,

and hereby certify that, in their opinion, it is worthy of acceptance.

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## **DEDICATION**

This work is dedicated to my parents Roy and Elizabeth Gable. I thank them for their constant support and inspiration.

## **ACKNOWLEDGEMENTS**

There are many people to thank for their support during this process. I wish to thank my family and friends for their encouragement on this long journey. I also want to acknowledge my former and present supervisors for their support of my continuing education efforts. Thank you to my committee for their patience and guidance. A special thank you goes to Amy Lenk, Fritz Cropp, Suzette Heiman and Glen Cameron for their motivation and encouragement. I also appreciate the efforts of my coders Tracey Clark and Michelle Pace. It is because of all of those in my support network that I am able to complete my degree.

## TABLE OF CONTENTS

ACKNOWLEDGEMENTS .....	ii
LIST OF TABLES.....	iv
ABSTRACT .....	v
INTRODUCTION.....	1
LITERATURE REVIEW.....	5
METHODS .....	16
RESULTS.....	28
DISCUSSION.....	40
APPENDIX .....	
1. CODER INSTRUCTION GUIDE.....	47
2. CODING GUIDES .....	48
3. <i>SUCCESSFUL FARMING</i> MAGAZINE CODER SHEET.....	52
REFERENCES.....	57
VITA .....	62

## LIST OF TABLES

Table	Page
1. Summary of Data.....	29
2. Read Score Frequency.....	30
3. Headline Count Frequency.....	31
4. Graphic Dominance Frequency.....	31
5. Investment Category.....	32
6. Product Group Conversion to Investment Category.....	33
7. Correlations.....	34
8. Coefficients.....	34
9. ANOVA Test.....	36

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**ABSTRACT**

This research highlights how headlines, graphics and product category are related to print advertisement recognition. Altering the length of headlines, size of graphics and category of product can affect the predictability of advertisement recognition. This study examines a single agricultural publication over multiple years. The data collected did not provide proof that the length of headlines or size of graphics alters advertisement recognition. There was some evidence that product category can affect advertisement recognition. This study also makes recommendations on future research.

## Introduction

A print ad only has a second or two to make an impact (Blom, 2007). There are various components to a print advertisement including the headline, the graphic, the category, the font, the placement, the color, the size and the body copy. With a brief amount of time to make an impact, every component on the page has to work hard. But, it's not always easy to determine which ads work or what components within those ads really do make an impact. This study will seek to identify which components make an advertisement work and which advertisements are the best investments.

Marketing communication investments can engage audiences in a variety of ways. These points where an audience and a brand come in contact with each other are known as brand contacts. Examples include sales force interaction, mass media, sponsorships, word of mouth, etc. Investments in brand contacts account for as much as 90 percent of the marketing budget. Historically, brand contacts have been dominated by mass media such as advertisements (Chattopadhyay & Laborie, 2005).

Investments in advertising can be hard to measure. According to Hendon (1973) attempts to measure how people read advertisements and what they remember about the message date back to the early 1900s. These early studies explored general principles of advertising looking for better ways for audiences to comprehend mass-communicated advertising messages. Although researchers have been examining how people interact with print advertisements for quite some time, the ways audiences remember and act on advertisements are still not clear.



Advertisers, whether general consumer or trade advertising like in the agricultural industry, continue to look for ways to get smarter at making advertising more effective.

“Over the past 50 years, great progress has been made in developing print communications research techniques that help us understand the effectiveness of advertising. Thanks to the efforts of men like George Gallup, Alfred Politz and David Ogilvy, not only have sound techniques been developed, but advertisers have embraced these techniques for the purpose of improving the quality of their work” (McBride, 2007).

Measuring advertisements can be done in many ways. Two of the more common methods are advertisement recognition and recall. The popularity of recognition and recall in the advertising industry can be credited to two leading advertising research organizations, Daniel Starch and Staff as well as Gallup and Robinson. These organizations are credited with being the first groups to promulgate the idea of measuring recognition and recall (Hendon, 1973). Even with the past research, there isn't a clear cut correlation between advertisement components and advertisement effectiveness.

This study will seek to examine the relationship between advertisement recognition and the components of the advertisement. Specifically, it will attempt to scrutinize the relationship between ad recognition scores and headline length as well as ad product category and graphic dominance. Do shorter headlines increase ad recognition? Do ads with larger graphics grab attention and stay in the mind of readers longer? Does the category of products being advertised have a significant influence on ad recognition? Is it easier for readers to remember advertisements for tractors than for

herbicides? Do farmers recognize advertisements in the same way as general consumers?

This study is important for a variety of reasons. One of these reasons is to provide information from a business to business environment about how to increase advertisement recognition. This study will also determine if farmers react in the same way as general consumers. Another one of the reasons for this study is to examine advertising effectiveness. As economies become soft, advertising budgets are vulnerable targets for cutting. Data providing ways to increase advertisement recognition can help make better investment decisions. Clients expect more accountability for their advertising. Being better able to identify and measure efficient advertising from inefficient advertising is critical (Jones, 1998).

One of the challenges to advertising effectiveness is the complicated link between an advertisement and the action that is expected from that advertisement.

“The real world of stimulus (the ad) - response (the action of the target) is complicated to measure because human reaction isn't always predictable and because people are rarely exposed to a stimulus in a vacuum. Well-designed print research can, however, identify whether an ad has the elements that should make it effective in the marketplace as well as determine what and how it communicates” (McBride, 2007).

There are numerous ways to conduct advertising research for print advertisements. According to Fletcher and Bowers (1988), researchers often use recognition testing to overcome scattered exposures to print ads. Unlike broadcast commercials where day-after recall studies are convenient, magazine ads can be hard

to measure. This is because it is difficult to interview all respondents within an equal time of their exposure to the advertisement.

Testing usually takes place by one of two methods. One method is to show respondents the ad and ask if the respondents remember seeing or reading the ad. Another method is to arrange for respondents to see a magazine on a given day (Fletcher & Bowers, 1988).

Many companies have made their marketing research niche in studying print advertising. Examples include Starch, Readex, Harvey and SAMI-BURKE. Results from a Readex study will be used in this content analysis. Readex concentrates in business, professional and farm publications. Magazine publishers sponsor the research and provide the results as a tool for advertising agents and their clients. Readex measures readership and reader interest in advertisements as well as editorial content (Fletcher & Bowers, 1988).

## Literature Review

There have been theories regarding how consumers process advertising for more than 100 years. Original thoughts on how readers are affected by advertising go all the way back to St. Lewis's theory, drawn from his experience in face-to-face sales in the 1890's (Briggs, 2006).

There are also several psychology theories, such as the levels of processing theory ( Craik & Lockhart, 1972), that influence advertising effectiveness. Along with the levels of processing theory, other theories relating to memory can also alter advertising effectiveness. Anderson and Bower (1972) suggest memory may be viewed as a set of interconnected nodes. The node stimulation will enhance memory because of a spreading activation from the cue. The level of recall and recognition can be influenced by the strength of association between the node influences (Leigh, Zinkhan & Swaminathan, 2006).

The way individual ad components affect the recognition of an ad can be described by the theory of information relevancy. This theory consists of the contextual relevance between an advertisement and its surrounding context that can initiate engagement (Baker, 2000).

There is a practical need to determine the correlation between advertising recognition and the components of an advertisement. According to Holbrook and Lehmann (1980), "It would be useful to be able to predict those print advertisements that will generate healthy levels of recognition and those that will fizzle out before their time."

Knowing which ads work is important. Advertising testing has gained popularity as a measure of knowing an advertisement's effectiveness. However, a conflict has existed between traditional testing methods to provide creative guidance and diagnostic information and newer testing protocols to aid clients with the decisions regarding whether or not to run the advertisement (Chow, Rose & Clarke, 1992).

Clarifying the role of an ad will help. The job of an advertisement is to persuade. To effectively sell a message advertisers often arrange the information using the A-I-D-C-A approach. The first A stands for Attention. The I stands for Interest. Desire represents the D. C is for Conviction. The final A stands for Action. According to Conover, "The A-I-D-C-A formula provides a plan to keep things moving, to establish the rhythm and motion needed for a dynamic layout" (1995).

Within each ad, there are numerous components that work to persuade. One component is the headline.

The primary function of a headline is to get attention. This is the first A in the A-I-D-C-A formula. An effective headline should attract attention and state or imply a product benefit. It is preferable for the headline to contain an action verb. Shorter headlines are often more notable. Good headlines also engage the reader and identify the target audience. There are many choices in the type of headline for an ad. For instance, there is a news headline, a benefit headline, a promise headline, a question headline and a command headline (Conover, 1995).

Another component in the print ad is the graphic element. The goal of the graphic is to facilitate quick and easy comprehension of the printed words. There are many ways graphics can be used. Art can be used to show what a product looks like or how a

product is used. Graphics can also demonstrate the benefit of owning or using the product. Larger graphics normally have higher ad recognition. According to Conover, “Quite often art can be used much more effectively than words to demonstrate features of a product and how it is made and works” (1995).

Even with the need for improved research in advertising effectiveness, consumer research focused on visual elements has been rare. The research published does not often focus on how pictures and words relate to each other in terms of the advertisement’s effectiveness (McQuarrie, 2005).

Advertising research can help to determine the effectiveness of a print ad. There are three main categories of advertising research. The categories are copy testing, media research and campaign assessment research, according to Wimmer and Dominick (2006).

Copy testing examines the advertisement itself. Copy testing measures three dimensions (cognitive, affective and conative). Media research examines what advertising vehicles are the most efficient as well as what media schedules make the greatest impact. Campaign assessment research investigates the overall response to advertisements (Wimmer & Dominick, 2006).

This particular study set out to examine the recognition of advertisements using results from a previously conducted copy testing study (Readex Study). The Readex study was the final phase of copy testing which occurs after the ad is complete. This research set out to investigate one of the three dimensions in the persuasion process. In the cognitive dimension of impact the typical dependent variables include attention,

exposure, awareness, recognition, comprehension and recall (Wimmer & Dominick, 2006).

Previous research has traditionally worked to identify measures of recognition or readership that indicate advertising effectiveness. Most of the research focused on mechanical measures of advertising content as number of words or lines or colors; size of headlines or margins; and space devoted to photographs or illustrations (Holbrook, 1980). This study will look at the correlation between an ad's impact and the mechanical measures.

In this case, an ad's impact will be classified as advertising recognition. Although this study does not examine advertising recall, it is important to understand what advertising recall is, what advertising recognition is as well as their similarities and differences.

Advertising recall is one criterion to measure a print ad's effectiveness. A principle advantage of the recall method is its objectivity (Wells, 2000). Advertising recall can be measured by calculating the people who recognize the advertising effort at a later point in time (Stapel, 1998).

Wells says, "Without a real measure of sales effectiveness, advertisers have fallen back on other less obvious measures of an advertisement's worth." He points out that although other measures are substitutes for true effectiveness, there are three different measures widely used. One of these is memorable, as measured by aided recall. Another is the recognition method. The third measure is direct rating of advertisements by consumers (2000).

There are differing opinions on what recognition actually measures. Not only are there questions about the effectiveness but also what recognition actually scores. Recognition scores seem to be influenced by the attractiveness of ads, product interest and message length and repetition (Leigh, Zinkhan & Swaminathan, 2006).

Wells cautions that recognition is not equal to an advertisement being memorable. He believes instead that recognition scores behave like expressions of interest. In other words the ad looks like something the respondent is usually attracted to so the respondent probably looked at the ad when they reviewed the publication previously (2000).

Recall definitions appear to be more consistent. According to Wells (2000), "Recall scores reflect the advertisement's ability to register the sponsor's name and to deliver a meaningful message to the consumer. In addition to these two important characteristics, recall scores are more objective and therefore more trustworthy than recognition scores."

Perhaps the best definition of recognition versus recall comes from Bagozzi and Silk. According to them, recall refers to the reproduction of a target item experienced earlier, whereas recognition is awareness of having previously experienced that stimulus (1983.)

Recall and recognition have similarities from a conceptual and an empirical standpoint. Both recall and recognition can be attributed to a class of methods developed to assess the level of awareness of stimuli presented at an earlier point in time (Leigh, Zinkhan & Swaminathan, 2006).



There are at least three different types of models to compare advertising recall and recognition. An example of the different types of models includes the Printed Advertising Rating Methods (PARM). Depending on how the data is used and the scale that rates recall and recognition, interpretations can be more or less reasonable to compare recall and recognition scores. For instance, recall scores can be heavily influenced by a few high scoring ads while low scoring ads can have almost no impact (Wells, 2000).

Deciding whether recognition or recall scores are the best measure of advertising effectiveness is not an easy decision. There are pros and cons to both. According to Leigh, Zinkhan and Swaminathan (2006), "There is an unresolved debate about the relative merits of recall and recognition, two commonly used measures of ad effectiveness."

Although recognition and recall are commonly used evaluation tools, they do have weaknesses. Wells (2000) points out product brand perceptions can have an impact on ad recognition. He adds recall scores are very sensitive to any brand weakness.

Another weakness to recognition and recall is the "halo effect." This effect is common in studies that use human beings to rate items. This means raters are likely to overcompensate on items they like and score them higher. If they dislike the ad, they may downgrade it on all traits. It is reasonable to guess that rating ads has the same disadvantage (Wells, 2000).

One approach to examining magazine advertisements is to look at the importance of form versus content. Holbrook and Lehmann (1980) examined content by

using Starch scores as a measure of readership. They found a combination of mechanical, message, and product-category variables did a better job of predicting readership than message variables alone. Mechanical measures used included number of typefaces, color versus non-color, and other facets of layout.

Another study examined advertising perception by looking at the mechanical factors of an advertisement and their influence on recognition scores. Hendon (1973) identified a number of layout components including size of illustrations, number of colors, type sizes, number of illustrations, and number of copy units or copy blocks that would influence advertising effectiveness.

Reid, Rotfeld and Barnes (1984) also looked at the impact of advertisement components. They examined the relationship between kinds of layouts and Starch scores over a period of nine years for five different magazines. Results showed that copy heavy and type-specimen layout designs are less effective than other designs at attention getting.

Just like heavy copy having a negative affect, so can long headlines. Within the advertisement components, headlines can have an impact on advertisement recognition. According to Leigh, "The headline has long been considered to be the most important part of a print advertisement. Its primary function is to get across key selling points to desired prospects in a manner that attracts attention and stimulates them to give serious consideration to the product" (1994). But what makes one headline have a greater impact than another headline isn't always agreed upon.

A number of different headline factors are believed to sway print advertisement recognition. In the past, headline factors that have been studied include the number of

words, the number of lines and type size, the psycholinguistic characteristics and the use of rhetorical resonance. Shorter headlines were found to have higher recognition (Leigh, 1994).

Along with components like graphic dominance and headline length, products themselves can have an impact on advertisement recognition. Products can affect audiences based on the brand's perception. Marketing communication and product experiences play significant roles in influencing consumer preferences and behaviors (Narayanan, Manchanda & Chintagunta, 2005).

Product categories also appear to have an impact on advertisement recognition and brand personality. For instance, Ang and Lim (2006) found product use will influence print advertisement perceptions. They found symbolic products like designer jeans may differ from utilitarian products. An example of a utilitarian product would be medication. The rationale for this was the two different product types are consumed for different reasons.

The idea of different product categories having different resonance with audiences is supported in other studies as well. According to Gould and Gupta (2006) more expensive prizes on game shows are given more consideration by consumers than cheaper ones.

Rajagopal and Sanchez have found similar results. Their research found a brand will have baggage which can be strong with rich tradition or weak. The baggage is based on previous interactions with the brand. The brand's baggage can positively and negatively alter a brand (2004).

Another impact of advertising recognition is the consumer's perception of the product brand and category. According to Stafford and Stafford (2002), "Consumers have stereotyped expectations of marketers and their commercial activities. This mental representation of promotional efforts and how they may be expected to appear drives key consumer evaluation of businesses in several important areas of the promotional mix."

Certain categories, such as automobiles, telemarketers and insurance agencies, are more likely to have a stereotyped perception. In these specific cases, the advertisement must work harder to "cut through the clutter" and make the ad more recognizable and more effective. One way to increase positive attitudes toward an advertisement in a stereotyped category is with an atypical advertisement. An atypical advertisement would be something different than what a category typically depicts in an advertisement. For example, tractor ads may normally have tractors in them while an atypical tractor ad might just have a harvested field of corn, but not include a tractor (Stafford, 2002).

Product category can also influence advertisement recognition based on the consumer's involvement with the product. According to Torres and Briggs high-involvement products can increase a person's motivation. Examples of high-involvement products include a car and a watch. Lower involvement products would include soft drinks and shampoo (2007).

Another factor in this study is the type of marketing being examined. Many studies examined, like Torres and Briggs, used business to consumer situations. This

study examines a business to business situation. According to the American Marketing Association (2007), Business-to-business marketing features:

- Transactions among and within value chains.
- Value primarily determined by businesses' economic use.
- Small numbers of customers, many requiring personalized marketing, including customized products and prices.
- Large customers with formidable market power.
- Complex interfirm relationships (In B2B, your customers often are also your competitors.)
- Widely varying customer types and customer needs.
- Large-unit transactions.
- Complex and lengthy selling processes involving many players creating a demand-decision chain.
- Deeper partnerships with members of the value chain, including customers.
- Channel management challenges up and down the supply chain.
- Sales focused on key account management and multiple purchasing influencers (many of whom are unlikely to be end users themselves).

Based on these criteria, agriculture is considered a business to business market instead of a business to consumer market.

This study will use a content analysis to investigate advertisement effectiveness. Content analysis is a common tool for measuring the impact of print advertising. Beltramini and Blasko (1986) used a content analysis of award-winning advertising

headlines to determine what winning headlines have in common. A content analysis of more than 2,000 ads conducted by Leigh (1994) looked at the impact of figures of speech in advertisements. The impact of advertising visuals during different points in time was analyzed using a content analysis by An (2003). Therefore, a content analysis of ads in a popular agricultural publication would be appropriate to determine the impact of advertisement components on advertising recall.

The following ideas have guided this research to formulate the following hypotheses.

H1: Shorter headline lengths are more likely to have higher ad recognition than longer headlines.

H2: Greater graphic dominance will have higher ad recognition than smaller graphic presence.

H3: Capital expenses will have higher ad recognition than disposable investments.

## Methods

The purpose of this study was to explore the correlation between advertising recognition scores and components within the advertisement. This study examined individual components including headline length, advertisement product category and graphic dominance.

In this research study, each component was reviewed separately. Then, the advertising recognition score was compared to the other three individual components. The advertising recognition scores were used from a previous study. The focus was on one specific popular magazine within the agricultural industry. This content analysis analyzed the headline count, graphic dominance and category.

### **Dependent Variable**

**Read Score.** For the purposes of this study, the read score from the Readex Study will be used as the dependent variable for each ad. The Read Score was calculated by the percent of respondents remembering seeing and reading an advertisement. The range of Read Scores was from 3 to 60. The average Read Score was 24.5.

## Independent Variables

**Headline Count.** The number of words in each headline was calculated. This became one of the independent variables for this study. Each advertisement was assigned one of five categories based on the number of words in the headline. The five categories used were:

- Two or Fewer Words in the Headline
- Three to Five Words in the Headline
- Six to Eight Words in the Headline
- Nine to Ten Words in the Headline
- More than Ten Words in the Headline

**Graphic Dominance.** The graphic dominance was determined. This became one of the independent variables for this study. Each advertisement was assigned one of three categories based on the size of the graphic in the advertisement. The three categories used were:

- The graphic takes up a majority (more than  $\frac{1}{2}$ ) of the advertisement
- The graphic takes up less than a majority (less than  $\frac{1}{2}$ ) of the advertisement
- There is no graphic in the advertisement

**Category.** The category of each advertisement was assigned. This became the final independent variable for this research study. The Readex Study included the



general advertisement product group. Readex had 11 product groups. For the purposes of this study, those 11 groups were divided into 2 categories. The two categories used were:

- Capital Investment
- Disposable Investment

The category definitions were based on how products are purchased by farmers for the purposes of this study. Products that can be depreciated were categorized as capital investments. Disposable investments were defined as products that can not be depreciated.

For this study, *Successful Farming* magazine was examined. It is classified as a popular magazine. A popular magazine can be defined by seven criteria. The seven criteria are length, authorship, language/audience, format/structure, special features, editors and credits (Scholarly Journals vs. Popular Magazine Articles). Based on the criteria for a popular magazine, including items such as not having a bibliography and not having articles reviewed by experts in the field, *Successful Farming* magazine indeed qualifies as a popular magazine. Additionally, *Successful Farming* magazine focuses on agricultural production. The audience for this publication is crop and livestock farmers. The *Successful Farming* publishing target is “for families that make farming and ranching their business (2007).”

According to the *Successful Farming* media kit (2007), a few more details about the magazine include:

- Publishing frequency of 12 times per year.

- The publication reaches more than 326,000 subscribers.
- Subscribers who own or operate a farm or ranch make up 94 percent of the circulation.
- Approximately 87 percent of subscribers are willing to try new products.
- More than 35 percent of the subscribers are over 64 years of age.
- The average age of subscribers is 57.
- More than 96 percent of subscribers are high school graduates.
- Subscribers represent more than 92 percent of U.S. corn producers.
- Subscribers represent more than 89 percent of U.S. soybean producers.
- Subscribers represent more than 96 percent of U.S. fed cattle producers.
- Subscribers represent more than 89 percent of U.S. hog producers.
- Subscribers represent more than 64 percent of U.S. dairy producers.
- The average farm size of subscribers is 647 acres.
- More than 74 percent of subscribers own a computer.

Print advertisements for this study are defined as promotions paid for and placed by advertisers. Advertorials in the publication were not included in this research study. All ad sizes were considered including  $\frac{1}{4}$  page,  $\frac{1}{2}$  page, full page and spread advertisements.

Read scores were defined as the advertisement's recognition. The scores were used based on previously calculated information. The information was calculated from a Readex Readership study.

The Red Sticker™ study is a traditional readership study conducted by Readex Readership. It is sponsored by a particular magazine and conducted by Readex Research, an independent research firm. Unlike other Readex projects, the Red Sticker study is recognition-based. Participants in this mail-based study review a duplicate copy of the magazine study issue, pausing to look at selected ads and/or editorial and report on items they remember seeing, remember reading or found of interest. The scores are then calculated for each of these criteria. (Readex, 2007).

In this study, 13 Readex Red Sticker surveys for *Successful Farming* are compared. Selected editorial articles and advertisements were studied in each issue. Readers identified their readership of each advertisement and article. The readers categorized each page and item in terms of saw, read all and read half or more. (*Successful Farming*, 2007).

The domestic, qualified circulation of *Successful Farming* served as the universe for these Red Sticker surveys. The sample was systematically selected to be representative of *Successful Farming* readers. The mail surveys were produced, addressed and mailed by Readex (*Successful Farming*, 2007).

The timing of each Red Sticker study was critical to the accuracy of the results. The timing of the survey mailings were designed to reach sample members at mid-interval between publication intervals. Mailings included an alert letter and a survey kit. The survey kit included a cover letter, a cash incentive, a questionnaire, a duplicate copy of the studied issue and a reply envelope addressed to Readex. (*Successful Farming*, 2007).

The results of each Red Sticker study are based on 100 responses. These respondents are not the same from study to study. According to *Successful Farming*, "...report was prepared by Readex in accordance with accepted research practice." (2007).

There is a basis in using the Readex Survey to determine advertisement recognition. Several researchers have used surveys to determine ad recognition including headline influence. For instance, Yoon (2005) used a survey to determine advertising effects in the sports world. Jin, Zhao, and An (2006) used a survey in researching the impact of publicity on ad recall. This telephone survey was used to determine advertising effects of Super bowl advertising with and without publicity surrounding the ads. Similarly, Stapel (1998) used a survey to examine the impact of ad recall to ad recognition.<sup>1</sup>

<sup>1</sup> In the interest of disclosure, the author has previously been involved in the Readex studies that are used in this study. The author was employed by two of the companies that acted as the client of some of the ads measured in the studies. There were fewer than 20 of the 630 ads reviewed from the author's current and previous employers. Previously, the author also hired Readex to conduct an editorial review of a publication with an approximate circulation of 30,000.

## **Content Analysis**

The researcher conducted a quantitative ad content analysis to determine the correlation of advertising recognition with headline length, graphic dominance and product category. According to Schutt (1998), there are five stages to a content analysis:

- Identify a population of textual documents to study
- Break the documents down into units to analyze
- Outline coding procedures
- Test and refine coding procedures
- Test the data for statistical difference

## **Sampling Design**

This study included 13 issues of *Successful Farming* magazine from 2000 to 2005. These are the same issues used in previous Readex Red Sticker studies. All of the ads in each of these magazine issues were analyzed. The unit of analysis was an advertisement.

The universe for this study is the 630 advertisements in the 13 Red Sticker surveys. The advertisements were systematically selected to be representative of *Successful Farming* advertisements (*Successful Farming*, 2007).

“Ad recognition” is the construct evaluated by this study. For the purposes of this research study, “ad recognition” refers to the reader’s memory of a print advertisement. Elements of the “ad recognition” include: recognition of seeing the ad, recall reading the

ad, message retention, headline message, graphic recognition and recognition of the company sponsoring the ad.

Advertising recognition was calculated from the previous Red Sticker Study. Recognition is one criterion to measure a print ad's effectiveness. Advertising recognition can be measured by calculating the people who recognize the advertising effort at a later point in time. (Stapel, 1998). Each component within an advertisement can contribute to advertising recognition. In this case, we're defining advertising recognition as read score. The actual question that was asked was "Did you read the ad?" This question falls into the cognitive category of the dimension of influence. Other similar variables that fall into the cognitive category include awareness, recognition, and recall (Wimmer & Dominick, 2006).

Advertisement recognition was determined by using the Readex "read" score. This score was calculated based on the results of the Red Sticker survey for 13 issues of *Successful Farming* magazine. Advertisement recognition was characterized as above average or below average. Averages were calculated based on the data collected from 630 ads. The average read score was 24.5 percent. This is comparable to other studies. For instance, the February 2006 Red Sticker *Successful Farming* had an average read score of 26 percent (*Successful Farming*, 2007).

### **Coding Procedure**

The advertisements (units of analysis) were analyzed for three separate pre-established frames. Those frames were headline length, graphic dominance and category. These were the three independent variables in this study. The read score

from the Readex research was used as the dependent variable. For this study, the advertisement recognition score will be defined as the advertisement's Red Sticker read score.

Coders had a pre-test to establish intercoder reliability. The value of intercoder reliability is the objectiveness it adds to a content analysis. There are three steps to make sure acceptable levels of reliability are achieved. The first step was to accurately define variable boundaries for the coders. Coders also received examples of these variables. The second step was to train the coders. Training ahead of the project helps eliminate problems in methodology. The final step was to conduct a pilot study with the coders. (Wimmer & Dominick, 2006) All three steps outlined above were followed in this study.

After coder training was complete, the coders conducted the content analysis. Two coders were used to categorize each ad. The advertisements were randomly divided into two equal groups. The categorization was conducted in one setting and took nearly five hours to complete.

Headline length was measured by the coders. To determine the headline length, each word in the headline was counted. All words including articles (a, an, the, etc.) were included. The selection of the five categories represents a priori coding method. This is based on selecting category parameters before the data are selected based on the previous study findings. (Wimmer & Dominick, 2006).

Although the headline is important, it is not the only factor altering an advertisement's recognition. The contribution of a headline to the overall successful performance of an advertisement depends in part on its interaction with the other

elements of the advertisement (e.g., illustration, copy, etc.) (Beltramini, 1986). Because of this, graphic dominance and product category were also researched in this study.

Graphic dominance was considered in this content analysis as an independent variable. “The old saying is that a picture is worth a thousand words, so many advertisers usually try to visually communicate messages, rather than bog down the receiver in heavy text,” according to An (2003). Graphic dominance was broken down into three categories: graphic takes up a majority (more than ½) of the advertisement, graphic takes up less than a majority (less than ½) of the advertisement and there is no graphic in the advertisement.

Finally, the advertisement was analyzed based on product categories. The objective was to determine if product categories influence readability scores. The product groups were divided into two categories. The groups were originally identified in the Readex research.

The categories were developed based on how farmers purchase their products. The groups were categorized as capital investment or disposable. Capital investments were those purchases that can be depreciated. According to the IRS, “Because farming is a capital intensive industry, a farmer is allowed cost recovery or depreciation on machinery, equipment, and buildings. Depreciation is also allowed on purchased livestock acquired for breeding, draft, and sporting purposes.” (Internal Revenue Service, 2007, para. 1). Product groups that fell into the capital investment category included: ATVs, auto, livestock, machinery and structures.

Products that are not depreciable items were categorized as disposable for the purposes of this study. The products classified as disposable would commonly be



purchased and repurchased in less than two years. Examples of disposable products included seed, agricultural finance, crop protection products as well as animal health products.

After the content analysis was concluded, the readability scores of the advertisements were compared to headline length categories to determine if there was correlation. The study also analyzed if there was a correlation by product category. Then, the study compared the readability scores to the graphic dominance categorization. Validity was checked at this point as well. Face validity was used to make certain the content analysis examined what it set out to measure. (Wimmer & Dominick, 2006).

This study was conducted during the 2007 summer. There were no costs for this study. The Readex data was supplied free of charge from *Successful Farming* magazine. The coders were volunteer professionals with basic knowledge of the agricultural industry.

### **Intercoder Reliability**

To confirm the research data and to allow the study to be replicated, it is important to measure intercoder reliability. To achieve reliability, 2 percent of the ads (17) were coded by a second coder. Intercoder reliability for this content analysis was computed by using Holsti's formula:

$$\text{Reliability} = \frac{2M}{N1 + N2}$$

The number of coding decisions that were agreed upon by both coders is M. The total number of coding decisions made by both coders is represented by  $N1 + N2$ . This formula does not account for similarities according to chance. However, this method is commonly used in content analysis. According to this method, reliability for the headline length coding was 88 percent. Reliability for the graphic dominance coding was 100 percent.

Intercoder reliability was not conducted for the third independent variable, category. The category coding was previously assigned in the Readex Study. This same information was used for the content analysis to divide the categories into the two separate groups of capital investment and disposable investment.

## Results

This study attempted to find a correlation between ad recognition and other ad components. The components included headline length, graphic dominance and category. A content analysis was used to determine the results. This section will explain the findings.

### **Summary of Hypothesis**

The following hypotheses were addressed by the research data and analysis to determine statistical results for these research questions:

H1: Shorter headline lengths are more likely to have higher ad recognition than longer headlines.

H2: Greater graphic dominance will have higher ad recognition than smaller graphic presence.

H3: Capital expenses will have higher ad recognition than disposable investments.

### **Data Analysis**

The computer program Statistical Package for the Social Sciences (SPSS) was used for this data analysis.

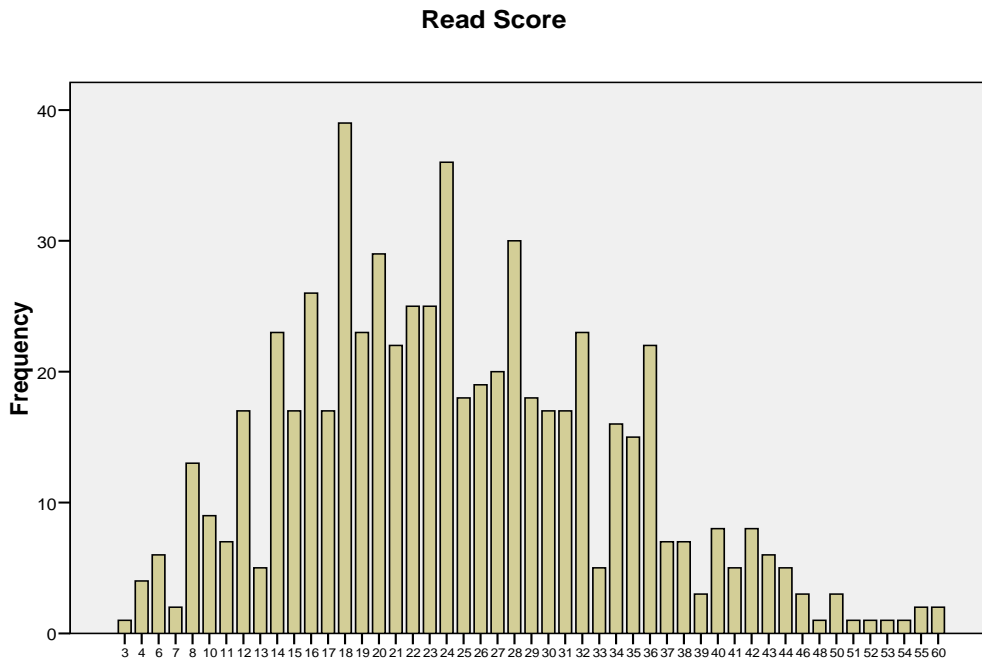
## Findings

In total, 630 ads were reviewed from 13 separate issues of *Successful Farming* magazine. In general, these ads were four-color, full page advertisements from more than 150 companies. These ads were individually coded based on headline length and graphic dominance. See Table 1 for additional details.

**Table 1 – Summary of Data**

Total Number Of Advertisements	Total Number of Companies Represented	Total Number of Magazine Issues Represented	Total Number of Four Color Ads	Total Number of Full Page Ads
630	158	13	579	387

**Table 2 – Read Score Frequency**



The study also looked at the frequency of each of the variable. An analysis of the distribution of advertisement recall scores was also conducted. The frequency of read scores was smaller at both high and low levels (slight bell curve). See Table 2 for additional details. Headline count was also examined based on frequencies. The majority of headlines had between three and eight words. Additional information can be found in Table 3. In Table 4, frequencies of graphic dominance can be examined. Over 68 percent of the advertisements study had graphics that were larger than ½ of advertisement. The category of disposable investment was slightly more common than the capital investment product category as shown in Table 5.

**Table 3 – Headline Count Frequency**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Two or Fewer Words	73	11.6	11.6	11.6
	Three to Five Words	192	30.5	30.5	42.1
	Six to Eight Words	163	25.9	25.9	67.9
	Nine to Ten Words	85	13.5	13.5	81.4
	More than Ten Words	117	18.6	18.6	100.0
	Total	630	100.0	100.0	

**Table 4 – Graphic Dominance Frequency**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Graphic	33	5.2	5.2	5.2
	Graphic in Less than 1/2 Page	164	26.0	26.0	31.3
	Graphic in Majority of Page	433	68.7	68.7	100.0
	Total	630	100.0	100.0	

**Table 5 – Investment Category**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Capital Investment	267	42.4	42.4	42.4
	Disposable Investment	363	57.6	57.6	100.0
	Total	630	100.0	100.0	

The analysis also looked at the correlation between the Read Score, Headline Count, Graphic Dominance and Investment Category. There was no significant difference found in the Read Score compared to Headline Count or Graphic Dominance. There was a correlation that disposable income products are more likely to have higher Read Scores than capital investment categories. See Tables 6 and 7 for additional details on correlations and conversions from product group to investment category.

**Table 6****Product Group Conversion to Investment Category**

<b>Product Group</b>	<b>Number of Ads</b>	<b>Investment Category</b>
Animal Health	9	Disposable
ATV	55	Capital
Auto	28	Capital
Crop Protection	138	Disposable
Farm/Shop	18	Disposable
Finance	42	Disposable
Machinery	135	Capital
Misc.	26	Disposable
Seeds	82	Disposable
Structures	49	Capital
TBA	48	Disposable



**Table 7 – Correlations**

**Correlations**

		Read Score	Headline Count	Graphic Dominance	Investment Category
Read Score	Pearson Correlation	1	-.007	.046	-.172(**)
	Sig. (2-tailed)		.864	.248	.000
	N	630	630	630	630
Headline Count	Pearson Correlation	-.007	1	.130(**)	.090(*)
	Sig. (2-tailed)	.864		.001	.024
	N	630	630	630	630
Graphic Dominance	Pearson Correlation	.046	.130(**)	1	-.124(**)
	Sig. (2-tailed)	.248	.001		.002
	N	630	630	630	630
Investment Category	Pearson Correlation	-.172(**)	.090(*)	-.124(**)	1
	Sig. (2-tailed)	.000	.024	.002	
	N	630	630	630	630

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

Table 8 shows the regression analysis for the three independent variables. The results show the only significant difference was between investment categories whereas there was no significant difference between headline count or graphic dominance and read score.

**Table 8 – Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	28.579	2.341		12.207	.000
	Headline Count	.039	.301	.005	.130	.897
	Graphic Dominance	.407	.669	.024	.609	.543
	Investment Category	-3.314	.782	-.169	-4.239	.000

a Dependent Variable: Read Score

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174(a)	.030	.025	9.566

a Predictors: (Constant), Investment Category, Headline Count, Graphic Dominance

Hypothesis 1 predicted that shorter headline lengths are more likely to have higher ad recognition than longer headlines. The results showed that there was no difference between headline length and ad recognition.

Hypothesis 2 expected greater graphic dominance to result in higher ad recognition than smaller graphic presence. The results showed that there was no significant difference between graphic dominance and ad recognition.

Based on the results of these two hypotheses, further analysis was done to determine if there were limits to the data. For instance, long headlines did not yield high ad recognition but perhaps headlines that were too short had the same result.

The additional analysis conducted was basically an extension of the t-test. The analysis of variance (ANOVA) was used to determine if there was a systematic variance in the data. The results showed no variance in the data

**Table 9 – ANOVA Test**

Read Score

Investment Category	Headline Count	Graphic Dominance	Mean	N	Std. Deviation
Capital Investment	Two or Fewer Words	No Graphic	27.00	3	6.928
		Graphic in Less than 1/2 Page	22.38	8	6.413
		Graphic in Majority of Page	26.13	15	8.323
		Total	25.08	26	7.589
	Three to Five Words	No Graphic	33.00	2	15.556
		Graphic in Less than 1/2 Page	22.88	25	7.991
		Graphic in Majority of Page	28.24	70	9.790
		Total	26.96	97	9.678
	Six to Eight Words	Graphic in Less than 1/2 Page	21.60	20	9.422
		Graphic in Majority of Page	27.02	54	9.692
		Total	25.55	74	9.858
	Nine to Ten Words	Graphic in Less than 1/2 Page	29.88	8	12.124
		Graphic in Majority of Page	24.70	27	9.139
		Total	25.89	35	9.949
	More than Ten Words	Graphic in Less than 1/2 Page	23.75	4	7.588
		Graphic in Majority of Page	29.42	31	10.850
		Total	28.77	35	10.597
	Total	No Graphic	29.40	5	9.762
		Graphic in Less than 1/2 Page	23.34	65	8.948
		Graphic in Majority of Page	27.45	197	9.760

		Total	26.48	267	9.703
Disposable Investment	Two or Fewer Words	No Graphic	27.60	5	19.514
		Graphic in Less than 1/2 Page	19.42	12	7.391
		Graphic in Majority of Page	22.67	30	9.178
		Total	22.36	47	10.227
	Three to Five Words	No Graphic	23.00	15	10.797
		Graphic in Less than 1/2 Page	23.75	28	8.893
		Graphic in Majority of Page	24.81	52	9.986
		Total	24.21	95	9.730
	Six to Eight Words	No Graphic	14.00	4	7.118
		Graphic in Less than 1/2 Page	24.71	21	10.296
		Graphic in Majority of Page	22.44	64	9.151
		Total	22.60	89	9.498
	Nine to Ten Words	No Graphic	34.00	1	.
		Graphic in Less than 1/2 Page	25.93	15	8.405
		Graphic in Majority of Page	22.24	34	8.150
		Total	23.58	50	8.372
	More than Ten Words	No Graphic	32.33	3	9.609
		Graphic in Less than 1/2 Page	22.83	23	8.892
		Graphic in Majority of Page	21.95	56	9.300
		Total	22.57	82	9.290
	Total	No Graphic	23.93	28	12.590
		Graphic in Less than 1/2 Page	23.55	99	8.988

		Graphic in Majority of Page	22.84	236	9.231
		Total	23.12	363	9.442
Total	Two or Fewer Words	No Graphic	27.38	8	15.212
		Graphic in Less than 1/2 Page	20.60	20	6.999
		Graphic in Majority of Page	23.82	45	8.960
		Total	23.33	73	9.409
	Three to Five Words	No Graphic	24.18	17	11.321
		Graphic in Less than 1/2 Page	23.34	53	8.410
		Graphic in Majority of Page	26.78	122	9.980
		Total	25.60	192	9.776
	Six to Eight Words	No Graphic	14.00	4	7.118
		Graphic in Less than 1/2 Page	23.20	41	9.882
		Graphic in Majority of Page	24.53	118	9.638
		Total	23.94	163	9.746
	Nine to Ten Words	No Graphic	34.00	1	.
		Graphic in Less than 1/2 Page	27.30	23	9.767
		Graphic in Majority of Page	23.33	61	8.617
		Total	24.53	85	9.069
	More than Ten Words	No Graphic	32.33	3	9.609
		Graphic in Less than 1/2 Page	22.96	27	8.582
		Graphic in Majority of Page	24.61	87	10.456
		Total	24.43	117	10.065
	Total	No Graphic	24.76	33	12.232

		Graphic in Less than 1/2 Page	23.46	164	8.945
		Graphic in Majority of Page	24.94	433	9.738
		Total	24.54	630	9.690

Hypothesis 3 predicted that products in the category of capital expenses would have higher recognition than disposable expenses. In fact, the opposite of the hypothesis was indicated because the correlation was higher for disposable product categories.

## Discussion

If advertisers are to continue investing in advertisements, additional ways to determine advertising effectiveness should be developed. One possible method of increasing effectiveness is to better be able to anticipate ads that will result in higher ad recognition.

Previous research indicated that ads with shorter headline length would be more likely to increase ad recognition than ads with longer headline length. Additionally, greater graphic dominance should indicate increased ad recognition based on previous research compared to smaller or no graphics at all. Furthermore, previous research indicates that capital investment product category ads will have higher ad recognition scores than disposable investment product categories.

One component to keep in mind with this research is the difference between ad recognition and ad recall. Although there is no clear hierarchy of which is better, there is an order hierarchy. In general, the highest position in a target's mind is unaided recall. Next is aided recall. The final measure is recognition. There are situations where one measure may be more useful than another. For example, when a family is at home and planning to order out for dinner, it may be important to have high unaided recall for a brand. On the other hand, in the frozen pizza section of a grocery store a brand with ad recognition may score just as high as a brand with unaided recall. Although the preference for unaided recall is common and justifiable, the situation may dictate the level.

This study focused on agricultural inputs both as a capital investment and a disposable investment. It can be argued that disposable investments may only need ad recognition to be purchased whereas capital investments may need unaided recall. This is based on disposable investment products being more available from a variety of vendors in agriculture where as capital investments are more likely just to be available from a single distributor.

The results of this study showed that there was no significant difference between headline length and ad recognition. Additionally, this study showed there was no difference between large graphics, smaller graphics or no graphic dominance and ad recognition scores. However, unlike previous research, there was a higher likelihood that disposable investments products would have higher ad recognition than capital investment products.

Along with common external validity concerns of all research, this study could have other possible confounding variables. These variables include the time over which the advertisement recognition scores were measured, the product category and the audience that was measured.

One difference in this study compared to previous research was the target audience. This study did not look at general consumers, but at a specific target of American farmers. This narrow audience may help to explain the difference between the anticipated results and the actual results. Because of the demographic and educational profile of farmers, they interact differently with brand advertising. Farmers are more likely to be live in a rural community than in a city or suburb like general consumers. In smaller towns, frequent purchases, like feed and seed, are made from people you know



and in situations with established relationships. Those relationships may strengthen the bond between farmers and their products. For instance, there is a very strong bond between a farmer and their seed corn purchase. This is a disposable investment yet the loyalty to companies like Pioneer<sup>®</sup> and Dekalb<sup>®</sup> are significant. On the consumer side, a similar priced purchase to a bag of seed corn could be a quality pair of women's dress shoes. The loyalty to brands like Naturalizer<sup>®</sup> and Aerosoles<sup>®</sup> is not as strong even though the prices are similar.

The manner in which farmers use and read print publications could differ from the general consumer. Farmers read print publications to find out about new products to change their business. Whether it is the new cattle disease and its prevention or which herbicide will result in the greatest corn crop, there is a business mindset when reading a publication. On the consumer side, readers are often looking for news, education or just passing the time. This different mindset could also alter the perception of farmers being more likely to recognize a disposable investment advertisement than a capital investment.

General consumer audiences are different from farmers in another way as well that may have swayed this study. According to the USDA, only 7.5 percent of farmers are female. This male dominated audience may have also altered the results of this content analysis (2007). Males may receive information differently and be affected by different criteria than females. The consumer audience research measures reactions from males and females. So items like headline length and graphic dominance may be perceived by males differently from females.

Another explanation of this difference between farmers and consumers could be the age difference. The average age of farmers skews much older than general consumers. The way consumers in their 50s and 60s process data may be more inline with how this audience of farmers is affected by print advertisements than comparing the research to general consumers.

Furthermore, a difference between the previous quoted research and this study was the target of a business to consumer audience instead of a business to business audience. Although there is not consistent agreement on whether or not farmers are a business to consumer marketing model or a business to business consumer module, this difference may be part of the explanation why this audience did not act like audiences in previous research.

Other factors beside the target audience may have influenced the results in other ways. Although this research looked at three components within this study, it did not examine all the factors that may contribute to advertising recognition. This is a recognized weakness of this study. Components that could influence recall that were not investigated include position in the magazine, size of the advertisement, brand awareness of the product being advertised, length of copy, message points being relevant, copy font size and readability of the copy.

Further investigation shows another possible study weakness relating to the product category of the advertisements. The brand awareness of each product presented in the advertisements differed. Based on research by Havlena, Cardarelli and Montigny, established brands with significant ongoing advertising may have high levels of frequency (2007). Therefore, advertisements for brands that have higher brand

awareness may have higher advertisement recognition scores because of increased frequency when compared to advertisements for brands with lower product brand awareness.

Another weakness in this study was the narrowness of just using one agricultural publication. *Successful Farming* magazine was selected because it has a strong following and is accepted as one of the leading agricultural publications. Their editors are well known and well respected within the industry. The publication reaches a broad audience of farmers in terms of geography, mix of production practices (crop, livestock, specialty, etc.) and operation size. The loyalty of *Successful Farming* readers is based in part to their history. The publication has been published longer than most other agricultural magazines and has had a consistent presence over time.

Although one publication did provide the opportunity for a very consistent data set, being narrow to just one category may have limited the results from being transferable to other industries and other publications within agriculture. Within the agricultural industry, other publications could have been used for a content analysis of advertisement recognition. Other magazines that could have been studied include: *Farm Journal*, *Progressive Farmer*, *High Plains Journal*, *Drover's Journal* and *Farm Progress* publications. Many of these publications are owned by mainstream publishers that publish magazines like *Better Homes and Gardens*, *People Magazine* and *Time Magazine*.

Another component to keep in mind with this study was the use of the Readex readership study. Any weakness in their data collection and analysis may have altered this study as well. Additionally, the terms used by Readex for advertising recognition are

actually a readability score. The definitions are not completely interchangeable, but are being used as an operation definition for this study and are viewed as equal for the purposes of this study.

Furthermore, the selection of each of the 13 issues of the *Successful Farming* magazine was predetermined by the issues used in the Readex Study. The issues were targeted around the larger issues of the magazine which may have influenced how farmers respond to advertisements and what they remember about those advertisements.

An extension of this research would be to expand the publications which this study examines. That would mean examining multiple publications and issues within those publications over time. An advantage of this scenario would be controlling the biases from how readers perceive and read *Successful Farming* magazine. An example of this bias outside of agriculture could be *Time* magazine. No matter what product was advertised in *Time* magazine, because of the loyalty of its readers, the product may be more positively received.

Another interesting way to expand on these results would be to test the ads with multiple audiences. Although the product and brands in some cases may not be relevant, other products and brands are targeted to general consumers and farmers. An example of this is the automobile category. Chevy and Dodge truck ads that were studied in this research are also targeted to the general consumer audience as well as the farmer audience in this study.

Replicating this study and including an advertisement recognition component instead of using the Readex data is another possible extension of this research. It would

mean approximately 600 ads would be used in a study with a minimum of 100 farmers to determine ad recognition. This would allow better insight into the advantages and disadvantages of the Readex survey model. It would also help to eliminate some of the timing concerns with the data being spread out over multiple years and targeting different respondents with each different survey.

Another logical extension of this study would be to attempt to isolate additional independent variables such as font size, body copy and language level. By doing this, the research would be able to determine if there are correlations that better align with previous study indications.

This study failed to show advertisement recognition is associated with headline length or graphic dominance. There could be a variety of reasons this conclusion does not agree with previous research. Examples could include flaws in the Readex research study design and differences in farmers instead of the general consumer audience. The results, however, found that farmers do have higher advertisement recognition for products in the disposable category. Examples of products in this category include animal health products, crop protection products, agricultural finance and seeds. This research does provide ideas on comparing how different audiences are influenced by advertisement recognition and whether business to business marketing models are more or less likely to be consistent with businesses to consumer marketing models.

# Appendix 1

## **Coder Instruction Guide**

Thank you for agreeing to assist in coding advertisements for my thesis. Here are the steps I'm asking you to follow:

- Review the Coding Guide
- Code the sample ads labeled A, B and C
- We'll review and discuss the sample ads together
- Next, code the 17 ads that you both will code
- Then, we'll review your scores on those 17 ads
- Finally, you'll be asked to independently code the ads you were randomly assigned

Thanks again for helping me to complete my thesis.

Thanks,

Stephanie Gable

## Appendix 2

### Coding Guide

#### **Successful Farming magazine coder definitions**

*Readability score:* A calculation of whether or not readers read and remember a specific advertisement. Score calculated by a Readex Red Sticker market research survey. The survey results will be available by print ad in a table to be supplied with copies of the ads.

*Headline:* The dominant words in each ad, normally in a font size larger than the other words on the advertisement.

Example 1. One or Two Words – “Profitability”



Example 2. Nine to ten words – “We Want To Put Money Back In Your Pocket.”









## Appendix 3

### ***Successful Farming* magazine coder sheet**

Please fill in the following information for each advertisement. One sheet will be completed for each individual advertisement.

**Advertiser:**

**Ad title:**

**Insertion date:**

**Size of Ad:**

- Spread
- Full Page
- Half Page
- Less than Half Page

**Ad Color:**

- Four Color
- Black and White

**Headline Length:**

- \_\_\_\_\_ Two or fewer words
- \_\_\_\_\_ Three to five words
- \_\_\_\_\_ Six to eight words
- \_\_\_\_\_ Nine to ten words
- \_\_\_\_\_ More than ten words

**Graphic Dominance:**

\_\_\_\_\_ The graphic takes up a majority (more than  $\frac{1}{2}$ ) of the advertisement.

\_\_\_\_\_ The graphic takes up less than a majority (less than  $\frac{1}{2}$ ) of the advertisement.

\_\_\_\_\_ There is no graphic in the advertisement.

**Readability Score:**

The readability score will be found using Readex Research data collected in 13 magazines from November 2000 through May/June 2005

- \_\_\_\_\_ Actual Score
- \_\_\_\_\_ The score is between 3 and 15
- \_\_\_\_\_ The score is between 16 and 30
- \_\_\_\_\_ The score is between 31 and 45
- \_\_\_\_\_ The score is between 46 and 60

**Ad Category:**

- Animal Health \_\_\_\_\_
- ATV \_\_\_\_\_
- Auto \_\_\_\_\_
- Crop Protection \_\_\_\_\_
- Farm/Shop \_\_\_\_\_
- Finance \_\_\_\_\_
- Livestock \_\_\_\_\_
- Machinery \_\_\_\_\_
- Misc. \_\_\_\_\_
- Seeds \_\_\_\_\_
- Structures \_\_\_\_\_

# Appendix 4

## Readex Sample Survey

Survey Among Readers

### SUCCESSFUL FARMING

**About your readership of the August 2007 issue...**

We need to know specifically which articles and advertisements attracted your attention, which ones held your attention (which ones you read or started to read), and which ones you found useful.

Please page through the issue, pausing at each item listed below, and answer the following questions:

**When you first looked through this issue, did you...**

- Ⓐ see this article or advertisement but not read any of it?
- Ⓑ see and read any of this article or advertisement?
- Ⓒ see, read half of this article or advertisement?

*(please circle only one number on each line)*

page	item	did not see	saw	saw & read any	saw and read half or more
Cvr wrap 1	ad: Mycogen	1	2	3	4
Cvr wrap 2	ad: Mycogen	1	2	3	4
Cvr 1	Front Cover	1	2	3	4
Cvr 2	ad: Ford Motor Company	1	2	3	4
1-2	Table of Contents	1	2	3	4
3	ad: Bridgestone/Firestone	1	2	3	4
4-5	ad: DuPont	1	2	3	4
6	Across the editor's desk	1	2	3	4
7	ad: New Holland, CNH America	1	2	3	4
8	New on the web	1	2	3	4
9	ad: Dodge Ram	1	2	3	4
10	ad: Morton Buildings	1	2	3	4
10	Your view	1	2	3	4
11	ad: Featherlite Trailers	1	2	3	4
12-	First cut	1	2	3	4
13	ad: Stine	1	2	3	4
15	ad: GSI Group	1	2	3	4
insert	ad: Dekalb Seed	1	2	3	4
17	ad: Dekalb Seed	1	2	3	4
18	Business	1	2	3	4
19	ad: Arctic Cat, Inc.	1	2	3	4
20-	Farmers for the future	1	2	3	4
23	ad: United Soybean Board	1	2	3	4
24-25	ad: DuPont - Pioneer Corn	1	2	3	4
27	ad: Sukup Manufacturing Co.	1	2	3	4

*(please circle only one number on each line)*

page	item	did not see	saw	saw & read any	saw and read half or more
28	Tips on raising elk	1	2	3	4
28	ad: Swisher	1	2	3	4
29	ad: Rain and Hail Agricultural Insurance	1	2	3	4
30-	Land rents are moving targets	1	2	3	4
31	ad: Bobcat	1	2	3	4
R1	ad: National Corn Grower Association	1	2	3	4
R2-	New shop, new business	1	2	3	4
R3	ad: ConocoPhillips Company	1	2	3	4
R5	What eather?	1	2	3	4
R6-R7	ad: Farm Credit Services of America	1	2	3	4
32c	ad: AgriGold	1	2	3	4
33	ad: Kubota	1	2	3	4
34-	Life-and-death decisions	1	2	3	4
36	Where there's a will...	1	2	3	4
37	ad: Vermont Valley	1	2	3	4
38-	Expect the unexpected	1	2	3	4
39	ad: PartsCountry	1	2	3	4
40	Machinery Pete	1	2	3	4
40e	ad: Unverferth	1	2	3	4
40f-	Product gallery	1	2	3	4
40g	ad: Syngetna - Cruiser	1	2	3	4
40i	ad: DragoTec USA	1	2	3	4
40j-	Sky-high corn heads	1	2	3	4
40k	ad: AG Leader Technology	1	2	3	4
40m	ad: Agri-cover	1	2	3	4
40n-	Compost it	1	2	3	4
40o	ad: Bush Hog	1	2	3	4
41	ad: Sunflower, AGCO Corp.	1	2	3	4
43	ad: Kinze	1	2	3	4
44-	Machinery insider	1	2	3	4
48	ad: Agrilience LLC	1	2	3	4
50-	Buyers' guide	1	2	3	4
53	ad: John Deere	1	2	3	4
54	ad: DuPont	1	2	3	4
55	ad: Kershaw Knives	1	2	3	4
56-	Automotive digest	1	2	3	4
59	Production	1	2	3	4
61-	Family	1	2	3	4
68-	ad: Marketplace	1	2	3	4
76	All around the farm	1	2	3	4
Cvr 3	ad: NAPA	1	2	3	4
Cvr 4	ad: AGCO Tractors	1	2	3	4
Cvr wrap 3	ad: Herculex XTRA	1	2	3	4
Cvr wrap 4	ad: AGCO	1	2	3	4



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