

5. What do you dislike about this ad? (PLEASE BE SPECIFIC)

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6. Following are several pairs of words which could be used to describe the production quality of the commercials. Each pair consists of two opposite or dissimilar words or phrases. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard:

Forgettable	1	2	3	4	5	Memorable
Uninspiring	1	2	3	4	5	Inspiring
Talks down to me	1	2	3	4	5	Respects my intelligence
Commercial too slow	1	2	3	4	5	Commercial too fast
Poor voice quality	1	2	3	4	5	Good voice quality
Unclear message	1	2	3	4	5	Clear message
Not timely	1	2	3	4	5	Timely
Confusing to follow	1	2	3	4	5	Easy to follow
Poor quality	1	2	3	4	5	Good quality
Not convincing	1	2	3	4	5	Convincing
Discouraging	1	2	3	4	5	Encouraging