

4.5 Production Quality of the Commercials

Participants were asked to rate the quality of the commercials on a 5 point scale with respect to several factors related to production quality. The results of these ratings are displayed in Table 6.

The ad scored well on the following areas:

- Easy to follow (mean score 3.9)
- High quality (3.6)
- Voice quality (3.6)
- Clarity of message (3.6)

The ad received fair ratings with regards to:

- Encouraging (3.5)
- Timely (3.4)
- Respectful of the viewers' intelligence (3.4).
- Convincing (3.2)

The poorest ratings for the advertisements were for:

- Inspiring (2.9)
- Memorable (2.9)