

: RESEARCH ACTIVITIES

- NET Go the website for the Chicago Cubs baseball team (<http://chicago.cubs.mlb.com>). Use either the schedule listing or the stats information to find their record in the most recent season. Create a data file with a variable indicating whether each game was won or lost and a variable indicating whether the game was played at home in Wrigley Field or away from home. Using computerized software like SPSS or SAS,
 - Compute a frequency table and histogram for each variable.
 - Use cross-tabulations to examine whether a relationship exists between where the game is played (home or away) and winning.

- Extra analysis: Repeat the analyses for the Houston Astros baseball team (<http://houston.astros.mlb.com>). What does this suggest for the relationship between playing at home and winning?
 - NET Go to <http://www.spss.com> and click on Solutions, and then select an industry. What services does the company provide for that particular industry?

Body on Tap

CASE
20.1

A few years ago Vidal Sassoon, Inc., took legal action against Bristol-Myers over a series of TV commercials and print ads for a shampoo that had been

named *Body on Tap* because of its beer content.¹² The prototype commercial featured a well-known high fashion model saying, "In shampoo tests with over 900 women like me, *Body on Tap* got higher ratings than *Flex* for conditioning, higher than *Sassoon* for strong, healthy-looking hair."

The evidence showed that several groups of approximately 200 women each tested just one shampoo. They rated it on a six-step qualitative scale, from "outstanding" to "poor" for 27 separate attributes, such as body and conditioning. It became clear that 900 women did not, after trying both shampoos, make product-to-product comparisons between *Body on Tap* and *Sassoon* or between *Body on Tap* and any of the other brands mentioned. In fact, no woman in the tests tried more than one shampoo.

The claim that the women preferred *Body on Tap* to *Sassoon* for "strong, healthy-looking hair" was based on combining the data for the "outstanding" and "excellent" ratings and discarding the lower four ratings on the scale. The figures then were 36 percent for *Body on Tap* and 24 percent (of a separate group of women) for *Sassoon*.

Downy-Q Quilt

CASE
20.2

The research for *Downy-Q* is an example of a commercial test that was conducted when an advertising campaign for an established brand had run its

course.¹³ The revised campaign, "Fighting the Cold," emphasized that *Downy-Q* was an "extra-warm quilt"; previous research had demonstrated that extra warmth was an important and deliverable product quality. The commercial test was requested to measure the campaign's ability to generate purchase interest.

The marketing department had recommended this revised advertising campaign and was now anxious to know how effectively this commercial would perform. The test concluded that "Fighting the Cold" was a persuasive commercial. It also demonstrated that the new campaign would have greater appeal to specific market segments.

Question

Interpret the data in these tables. What recommendations and conclusions would you offer to *Downy-Q* management?

(Continued)

Method

Brand choices for the same individuals were obtained before and after viewing the commercial. The commercial was tested in 30-second, color-moving, storyboard form in a theater test. Invited viewers were shown programming with commercial inserts. Qualified respondents were women who had bought quilts in outlets that carried *Downy-Q*. The results are shown in Case Exhibits 20.2-1 through 20.2-4.

Question

Comment on the professionalism of the procedures used to make the advertising claim. Why do you believe the researchers performed the data transformations described?

advertising claims.

The research was conducted for Bristol-Myers by Marketing Information Systems, Inc. (MISI), using a technique known as blind monadic testing. The president of MISI testified that this method typically is employed when what is wanted is an absolute response to a product "without reference to another specific product." Although he testified that blind monadic testing was used in connection with comparative advertising, that was not the purpose for which Bristol-Myers retained MISI. Rather, Bristol-Myers wished to determine consumer reaction to the introduction of *Body on Tap*. Sassoon's in-house research expert stated flatly that blind monadic testing cannot support comparative

advertising claims. When the "very good" and "good" ratings were combined with the "outstanding" and "excellent" ratings, however, there was only a difference of one percent between the two products in the category of "strong, healthy-looking hair."

Case 20.2 (Continued)

CASE EXHIBIT 20.2-1

Shifts in Brand Choice before and after Showing of Downy-Q Quilt Commercial

Question: We are going to give away a sample of fabric softener. You can select the brand you most prefer. Which brand would you chose?

| Brand Choice before Commercial | Brand Choice after Commercial (%) | |
|--------------------------------|-----------------------------------|--------------------------|
| | Downy-Q (n = 23) | Other Brand (n = 237) |
| Downy-Q | 78 | 19 |
| Other brand | 22 | 81 |

CASE EXHIBIT 20.2-2

Pre/Post Increment in Choice of Downy-Q

Improvement in score based on exposure to commercial.

| Demographic Group | "Fighting the Cold" | | Norm: All Quilt Commercials | |
|----------------------|---------------------|-------|-----------------------------|-------|
| | Base | Score | Average | Range |
| Total audience | (260) | +15 | +10 | 6-19 |
| By marital status | | | | |
| Married | (130) | +17 | | |
| Not married | (130) | +12 | | |
| By age | | | | |
| Under 35 | (130) | +14 | | |
| 35 and over | (130) | +15 | | |
| By employment status | | | | |
| Not employed | (90) | +13 | | |
| Employed | (170) | +18 | | |

CASE EXHIBIT 20.2-3

Adjective Checklist for Downy-Q Quilt Commercial

Question: Which of these words do you feel come closest to describing the commercial you've just seen? (Check all that apply.)

| Adjective | "Fighting the Cold" (%) | Norm: All Quilt Commercials (%) |
|--------------|-------------------------|---------------------------------|
| Positive | 19 | 23 |
| Appealing | 5 | 24 |
| Clever | 18 | 24 |
| Convincing | 11 | 40 |
| Effective | 20 | 14 |
| Entertaining | 12 | 21 |
| Fast moving | 7 | 4 |
| Genuine | 7 | 21 |
| Imaginative | 24 | 18 |
| Informative | 13 | 17 |
| Interesting | 7 | 20 |
| Original | 8 | 3 |
| Realistic | 3 | 8 |
| Unusual | | |

(Continued)

CASE EXHIBIT 20.2-3 (Continued)
 Adjective Checklist for Downy-Q Quilt Commercial

| Adjective | Percentage |
|---------------|------------|
| Negative | 9 |
| Amateurish | 11 |
| Bad Taste | 4 |
| Dull | 33 |
| Repetitious | 17 |
| Silly | 8 |
| Slow | 8 |
| Unbelievable | 3 |
| Unclear | 3 |
| Unimportant | 14 |
| Uninteresting | 32 |

CASE EXHIBIT 20.2-4
 Product Attribute Checklist for Downy-Q

Question: Which of the following statements do you feel apply to Downy-Q? (Mark as many or as few as you feel apply.)

| Attributes | "Fighting the Cold" (%) |
|-------------------|-------------------------|
| Extra warm | 56 |
| Lightweight | 48 |
| Pretty designs | 45 |
| Durable fabrics | 28 |
| Nice fabrics | 27 |
| Good construction | 27 |