fender bender™

AD INSIGHT STUDY

Survey report prepared for:

COMPANY

STUDY BACKGROUND & METHODOLOGY

The Ad Insight Study is designed to provide participating companies with real-world market feedback on the effectiveness of advertising creative. Select advertisements in the August 2023 issue of *FenderBender* were studied. Readers reported their perception of each item in terms of whether or not it was attention-getting, informative, or memorable, whether or not the advertisement prompted them to take action, and commented on what they liked or might change on the ad. By analyzing readers' reactions to their own ads and comparing their performance with other advertisements studied, advertisers can discover ways to communicate more effectively with *FenderBender* readers, thus enhancing the return on their advertising investment.

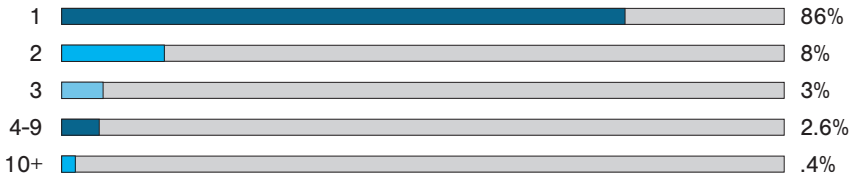
The sample for this online study was selected from the domestic qualified circulation of *FenderBender*. Individuals included in the sample were emailed an invitation to participate in the study on **September 5, 2023** and were offered an incentive to take part (those that completed the study were entered in a drawing for a $100 Amazon gift card). Study responses were collected from **September 5, 2023 to September 18, 2023**, and findings are based on the input from 242 study participants.

ADS INCLUDED IN THE STUDY

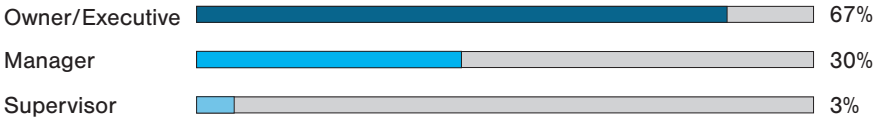
- Accudraft
- ARSLoaner
- asTech
- Autel
- Auto Data Labels
- Axalta Coating Systems
- CCC Intelligent Solutions
- FinishMaster
- Industrial Finishes
- LaunchTech USA
- LKQ Corporation
- O'Reilly Auto Parts
- Polyvance
- PPG Industries
- ProColor Collision
- SATA

RESPONDENT PROFILE

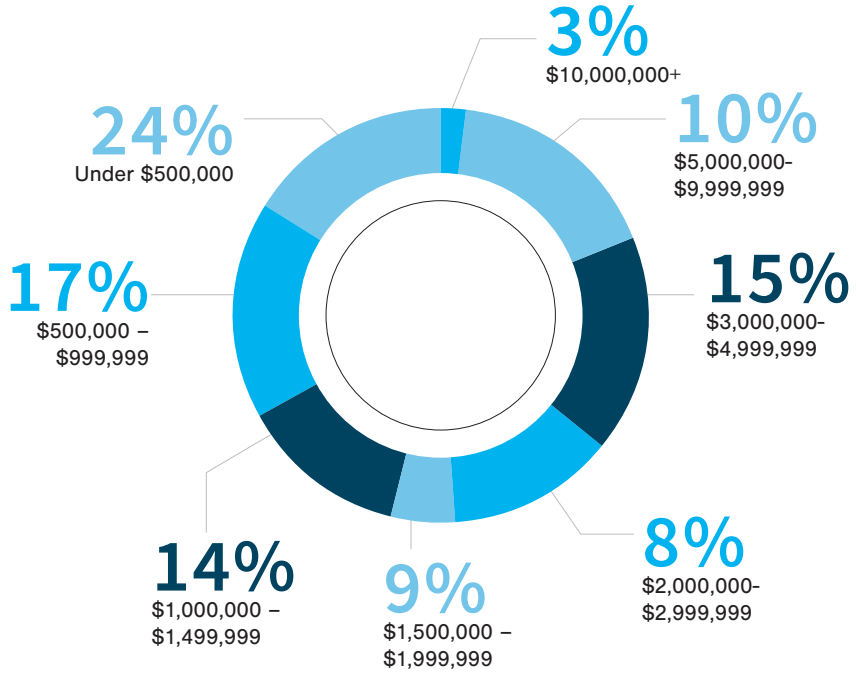
How many total locations do you operate?



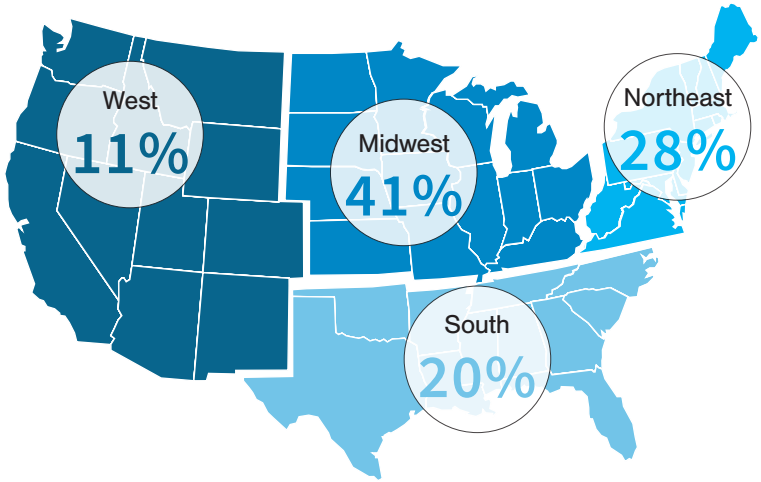
Which of the following best describes your job title?



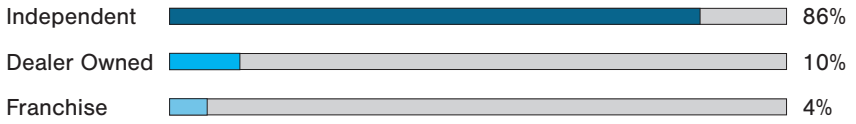
What is your annual revenue at this location?



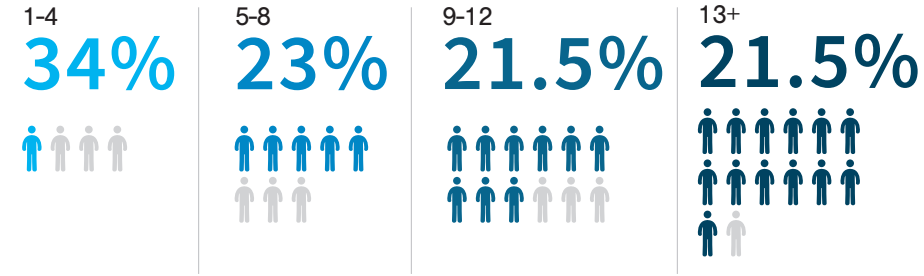
Which best describes the location of your collision repair business?



Which of the following best describes your collision repair business?



How many total employees are at this location?



* 8. **On a scale of 1 (not very) to 7 (extremely), do you think that this ad is:**

	1	2	3	4	5	6	7
Attention-getting?	○	○	○	○	○	○	○
Informative?	○	○	○	○	○	○	○
Memorable?	○	○	○	○	○	○	○

* 9. **If you were in the market, would you be prompted to take further action based on this ad (call, visit website, buy product, etc.)?**

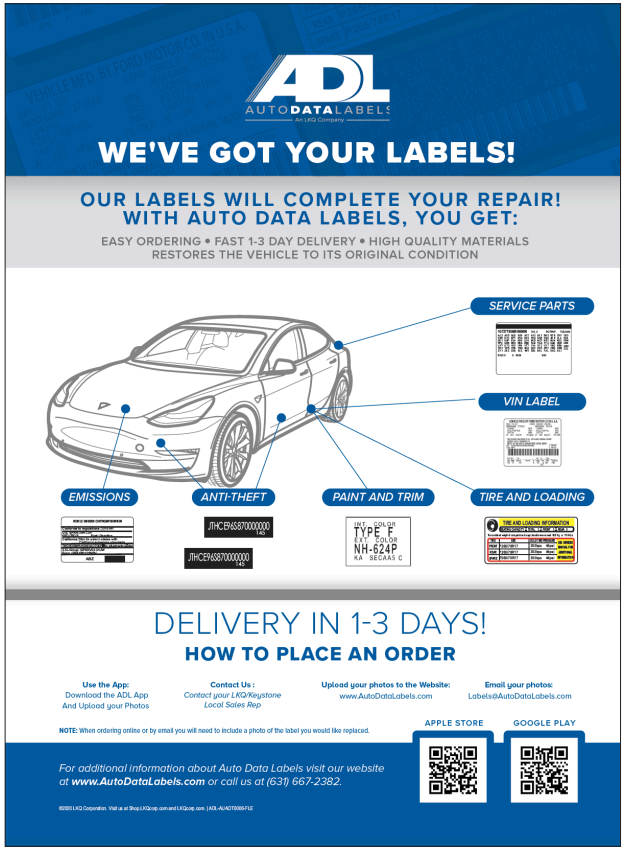
○ **Yes** ○ **No**

10. **What do you like about this ad (for example, color, layout, messaging, images, etc)?**

11. **What would you change?**

HIGHEST SCORING ADS: AGGREGATE (STUDY RANGE: 3.94 - 5.29)

#1



Auto Data Labels

#2



FinishMaster

#3



SATA

#4



Autel

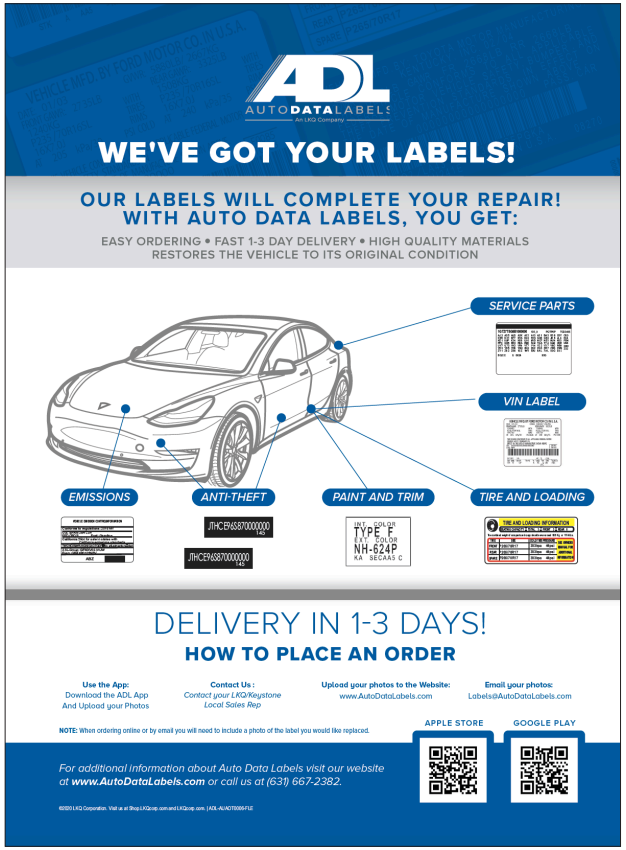
#5



Accudraft

HIGHEST SCORING ADS: ATTENTION-GETTING (STUDY RANGE: 4.15 - 5.39)

#1



Auto Data Labels

#2



Autel

#3



Accudraft

#4



FinishMaster

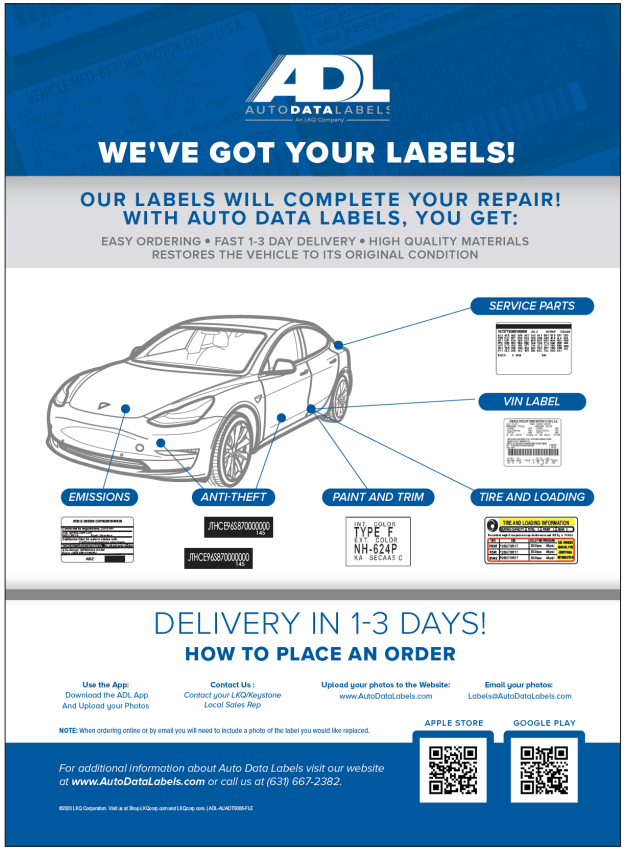
#5



Industrial Finishes

HIGHEST SCORING ADS: INFORMATIVE (STUDY RANGE: 3.88 - 5.55)

#1



Auto Data Labels

#2



SATA

#3



FinishMaster

#4



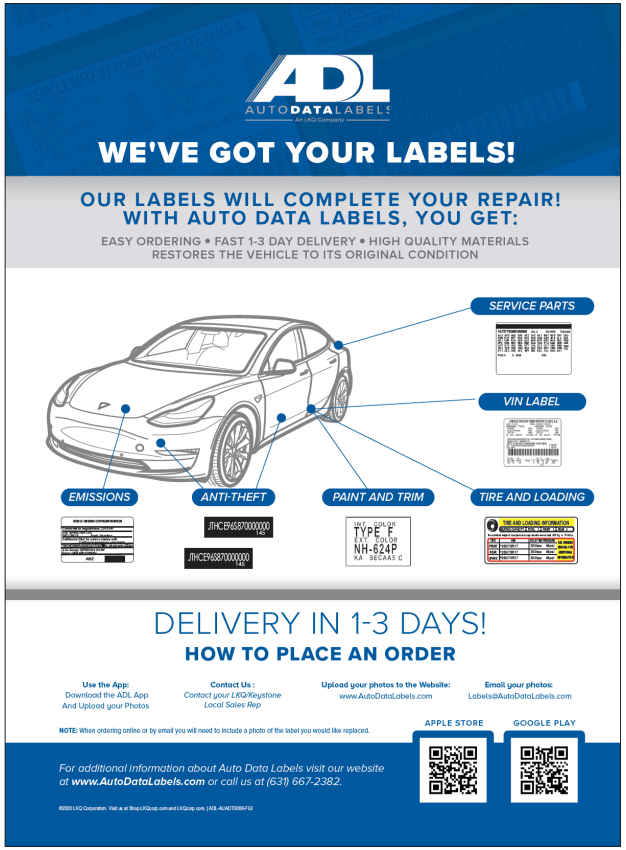
Industrial Finishes

#5



Autel

#1



Auto Data Labels

#2



FinishMaster

#3



Accudraft

#3

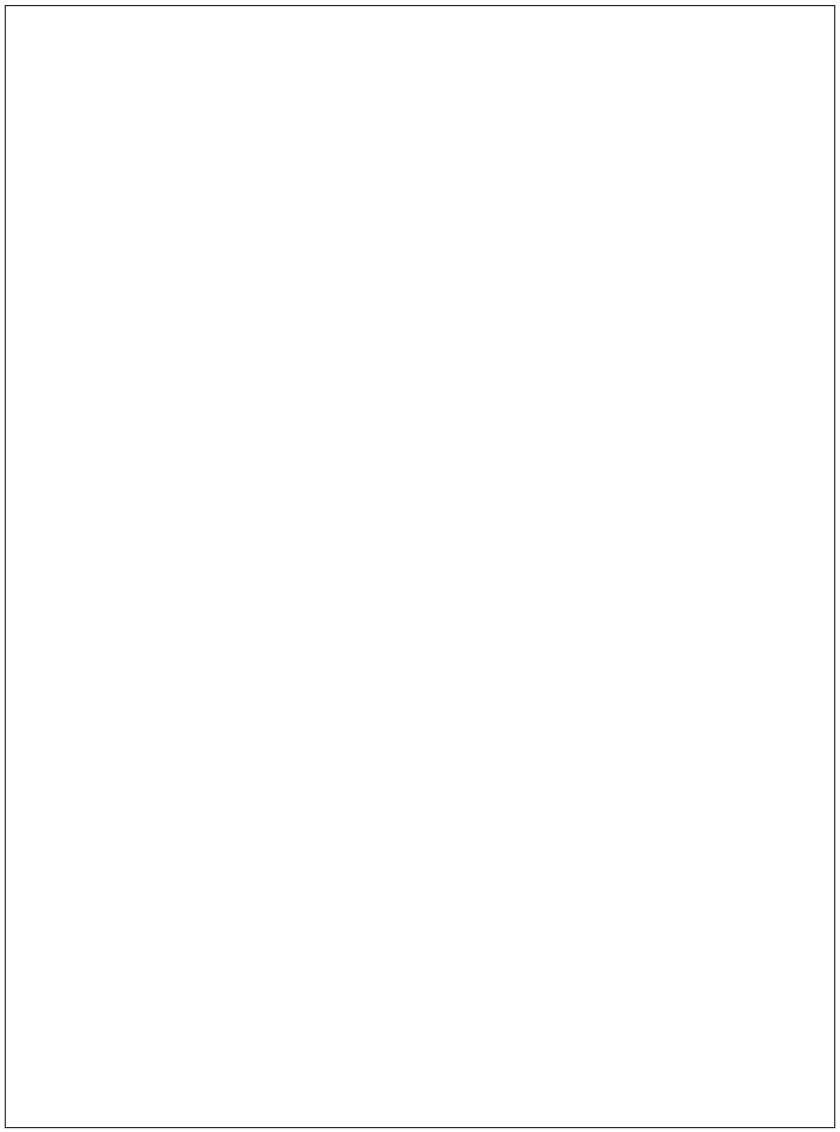


Autel

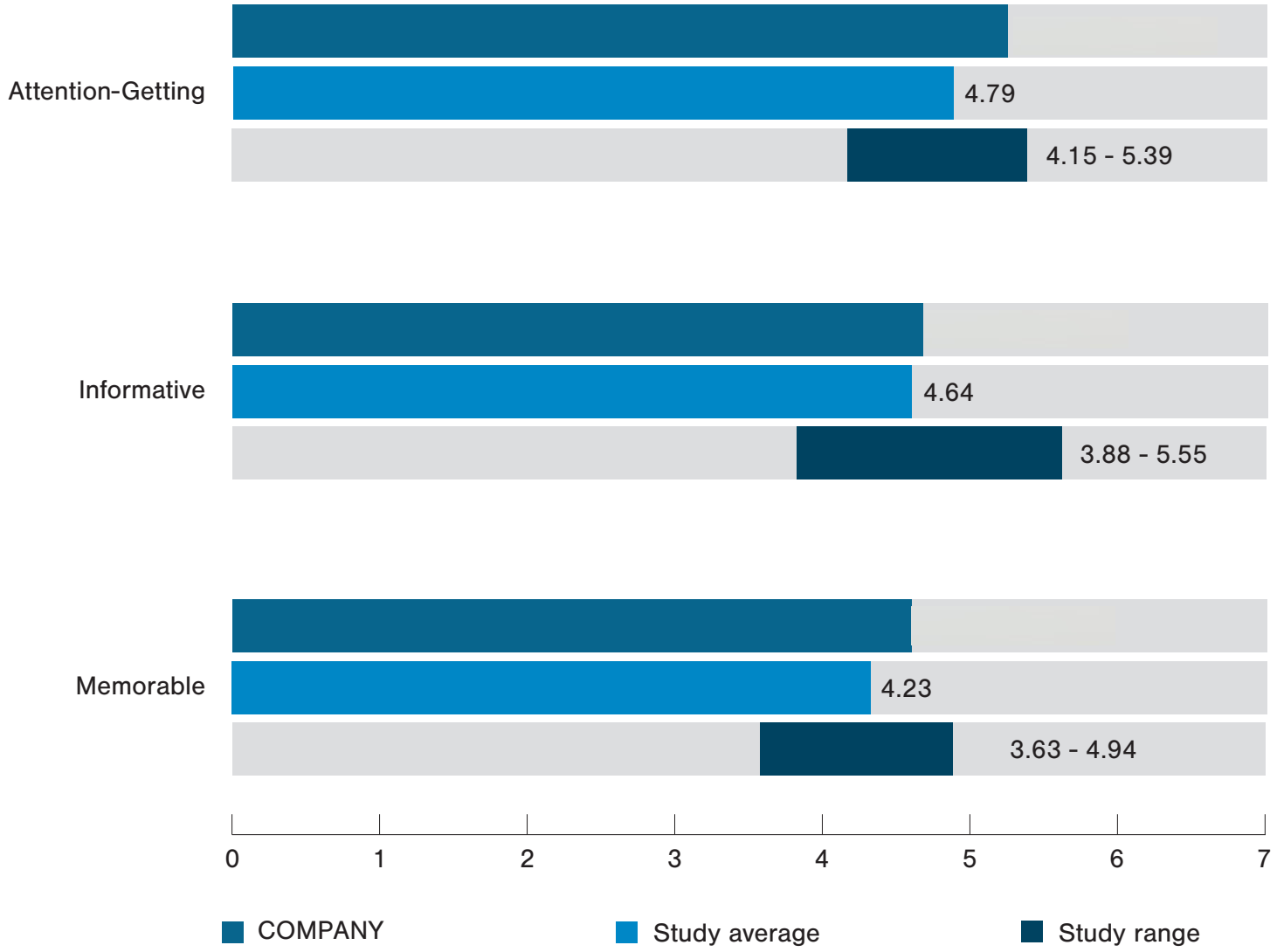
#4



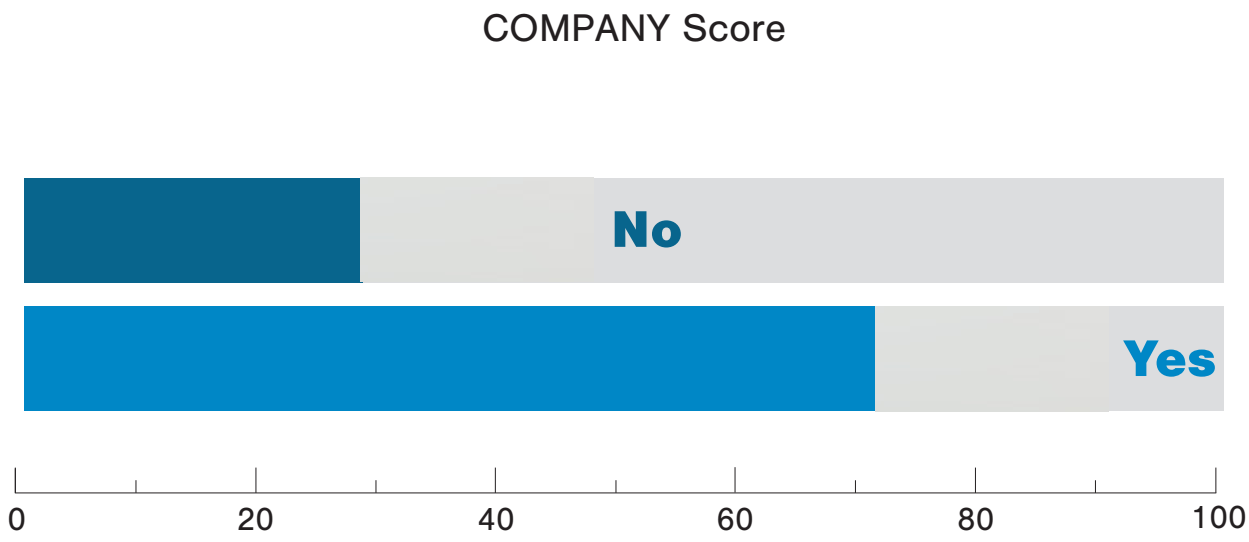
SATA



ON A SCALE OF 1 (NOT VERY) TO 7 (EXTREMELY), DO YOU THINK THAT THIS AD IS:



IF YOU WERE IN THE MARKET, WOULD YOU BE PROMPTED TO TAKE FURTHER ACTION BASED ON THIS AD (CALL, VISIT WEBSITE, BUY PRODUCT, ETC.)?

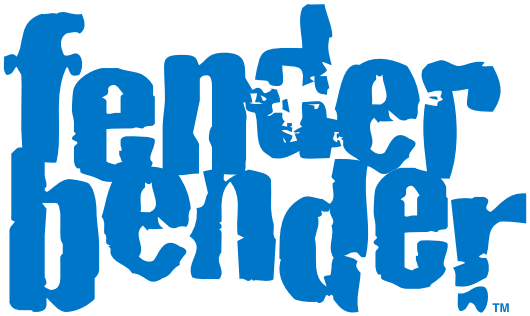


(Study Average: Yes - 60.4%, No - 39.6%)

WHEN ASKED “WHAT DO YOU LIKE ABOUT THIS AD (FOR EXAMPLE, COLOR, LAYOUT, MESSAGING, IMAGES, ETC.)?” RESPONDENTS HAD THE FOLLOWING COMMENTS:

RESULTS BY SERVICE/CATEGORY

Company	Attention-Getting Score	Informative Score	Memorable Score	Aggregate Score	Action Score
Auto Data Labels					
FinishMaster					
SATA					
Autel					
Accudraft					
Industrial Finishes					
Polyvance					
LKQ Corporation					
LaunchTech USA					
O'Reilly Auto Parts					
ARSLoaner					
CCC Intelligent Solutions					
PPG Industries					
asTech					
ProColor Collision					
Axalta Coating Systems					



The Ad Insight Study is a complimentary service provided by Endeavor Business Media for qualified advertising partners.

Endeavor Business Media also conducts custom surveys for advertising partners seeking specific information about their company in the marketplace.

