MOTOR AGE®

AD INSIGHT STUDY

STUDY REPORT PREPARED FOR:

COMPANY NAME

logo

STUDY BACKGROUND & METHODOLOGY

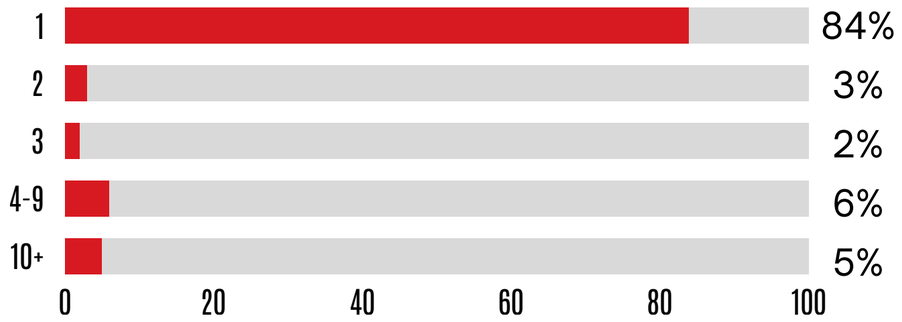
The Ad Insight Study is designed to provide participating companies with real-world market feedback on the effectiveness of advertising creative. Select advertisements in the August 2024 issue of *Motor Age* were studied. Readers reported their perception of each item in terms of whether or not it was 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 *Motor Age* readers, thus enhancing the return on their advertising investment.

The sample for this online study was selected from the domestic qualified circulation of *Motor Age*. Individuals included in the sample were emailed an invitation to participate in the study on August 21, 2024 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 August 21 to September 10, 2024, and findings are based on the input from 117 study participants.

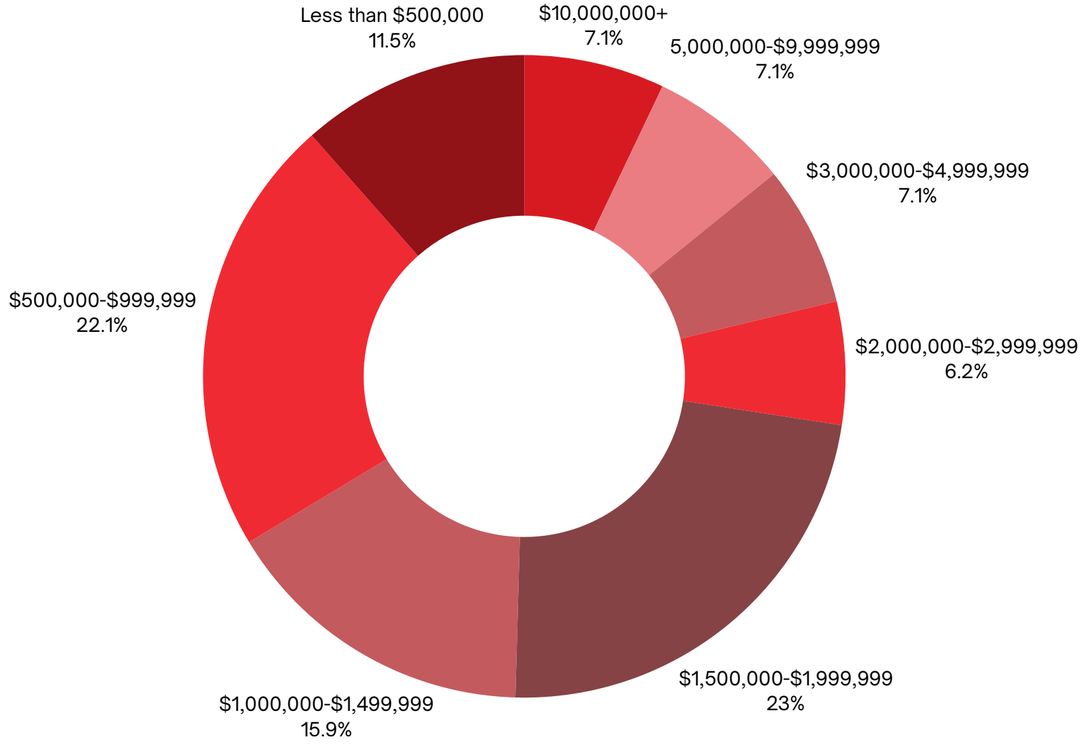
STUDY BACKGROUND & METHODOLOGY

- A&E Hand Tools/Lang Tools
- AUTEL
- Auto Value/Bumper-to-Bumper
- AutoZone
- B Pro Auto
- BendPak
- Continental
- COOL BOSS
- Dayco Products
- Delphi
- DNJ Engine Components
- ETE Reman
- Factory Motor Parts
- Federated Auto Parts
- Launch Tech (USA) Inc.
- Philips
- Purolator Filters
- Ranger Products
- Schaeffler Group US
- Shop MonkeyShurtape Technologies
- TOPDON
- TYC Americas
- Uline
- Worldpac
- Wrenchers

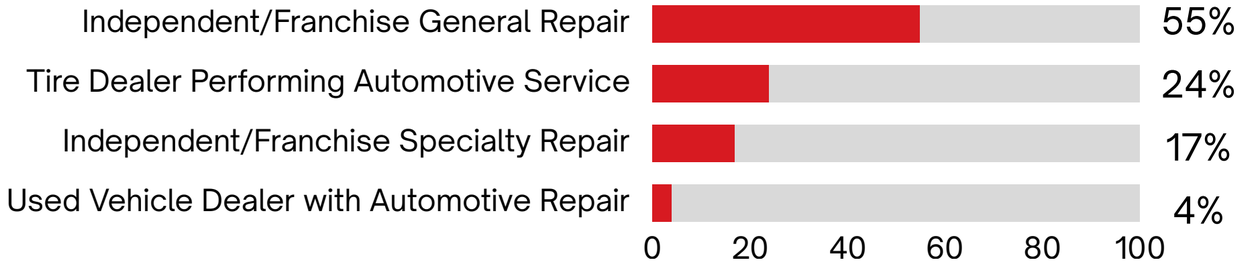
How many total locations do you operate?



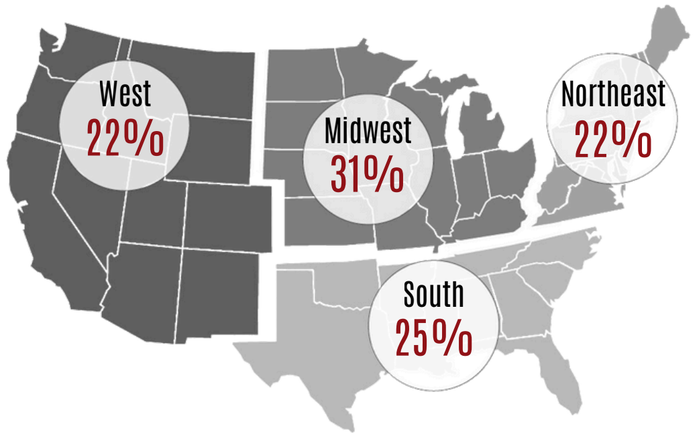
What is your annual revenue at this location?



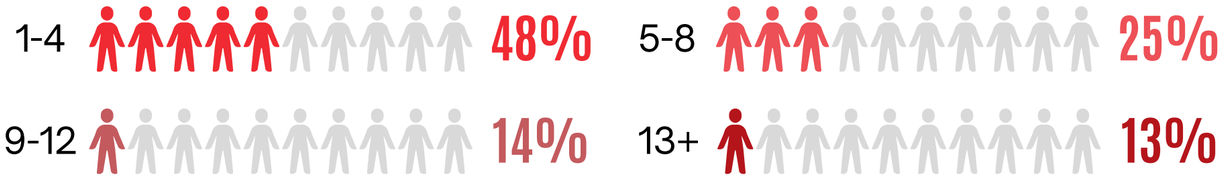
Which of the following best describes your repair business?



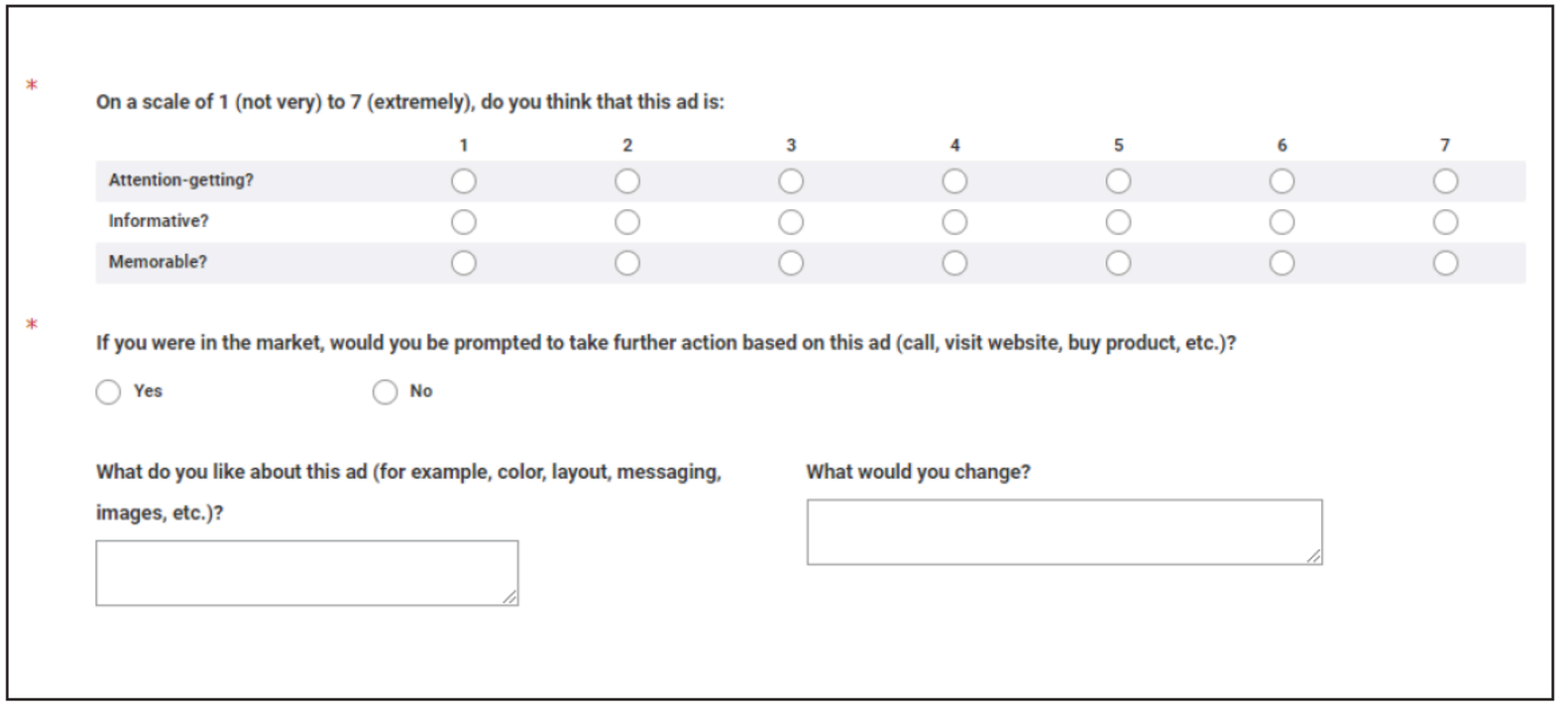
Which best describes the location of your repair business?



How many total employees are at this location?



STUDY BACKGROUND & METHODOLOGY



* 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?	◯	◯	◯	◯	◯	◯	◯

* 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

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

What would you change?

HIGHEST SCORING ADS: AGGREGATE (STUDY RANGE: 4.19 - 5.97)

#1 BendPak
5.83





#2 COOL BOSS
5.78



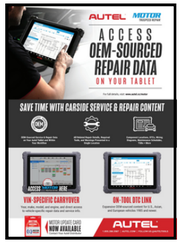
#3 Ranger Products
5.66



#4 TYC Americas
5.53



#5 AUTEL
5.31



HIGHEST SCORING ADS: ATTENTION-GETTING (STUDY RANGE: 4.57 - 6.00)

#1 BendPak
5.97





#2 COOL BOSS
5.95



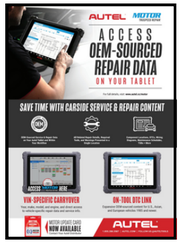
#3 Ranger Products
5.77



#4 TYC Americas
5.51



#5 AUTEL
5.48



HIGHEST SCORING ADS: INFORMATIVE (STUDY RANGE: 3.66 - 5.52)

#1 BendPak
6





#2



COOL BOSS
5.95

#3



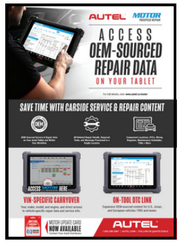
TYC Americas
5.51

#4



Ranger Products
5.77

#5



AUTEL
5.48

HIGHEST SCORING ADS: MEMORABLE (STUDY RANGE: 4.14 - 5.83)

#1 BendPak
5.52





#2 COOL BOSS
5.44



#3 Ranger Products
5.35



#4 TYC Americas
5.17



#5 Philips
5.00



ADVERTISEMENT

Screenshot of Ad

Companies

- A&E Hand Tools/Lang Tools
- AUTEL
- Auto Value/Bumper-to-Bumper
- AutoZone
- B Pro Auto
- BendPak
- Continental
- COOL BOSS
- Dayco Products
- Delphi
- DNJ Engine Components
- ETE Reman
- Factory Motor Parts
- Federated Auto Parts
- Launch Tech (USA) Inc.
- Philips
- Purolator Filters
- Ranger Products
- Schaeffler Group US
- Shop MonkeyShurtape Technologies
- TOPDON
- TYC Americas
- Uline
- Worldpac
- Wrenchers

Attention-Getting



Study Range: 3.84 - 5.18

Informative



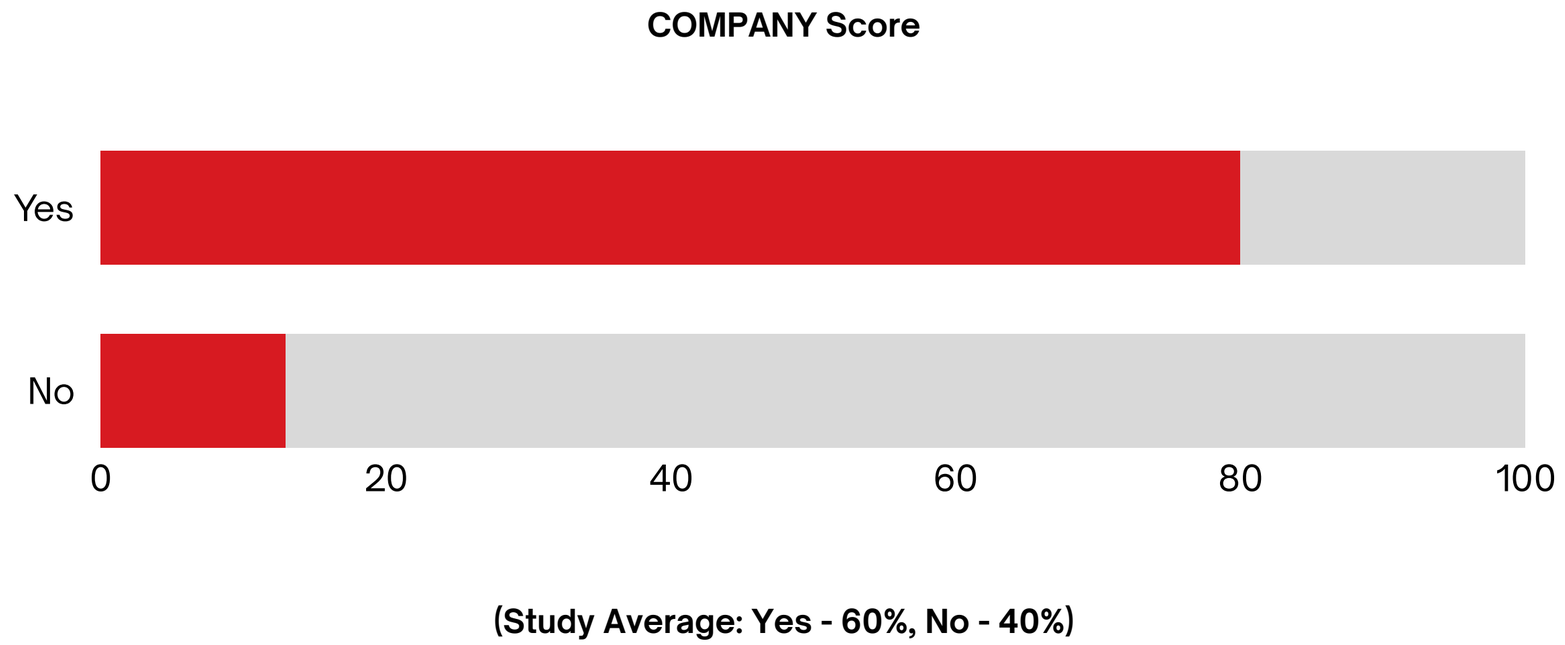
Study Range: 2.9 - 3.02

Memorable



Study Range: 2.9 - 3.02

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%, No - 40%)

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

- Comments

- Comments

RESULTS BY PRODUCT/SERVICE CATEGORY

Company	Attention-Getting Score	Informative Score	Memorable Score	Aggregate Score	Action Score
BendPak	5.97	6	5.52	5.83	89%
COOL BOSS	5.95	5.95	5.44	5.78	87%
Ranger Products	5.77	5.86	5.35	5.66	86%
TYC Americas	5.51	5.9	5.17	5.53	75%
AUTEL	5.48	5.63	4.82	5.31	85%
Uline	5.32	4.24	4.66	4.74	68%
Philips	5.27	5.24	5	5.17	69%
Wrenchers	5.24	4.75	4.81	4.93	65%
Launch Tech (USA) Inc.	5.07	4.49	4.63	4.73	51%
A&E Hand Tools/Lang Tools	4.95	5.26	4.44	4.88	67%
TOPDON	4.93	4.27	4.07	4.42	51%
Worldpac	4.92	4.13	4.37	4.47	50%
AutoZone	4.9	4.6	4.33	4.61	55%
Schaeffler Group US	4.9	4.29	4.41	4.53	56%
B Pro Auto	4.88	4.46	4.39	4.58	48%
DNJ Engine Components	4.83	4.74	4.57	4.71	52%
Continental	4.81	5	4.34	4.72	64%
Dayco Products	4.81	5.08	4.59	4.83	61%
Federated Auto Parts	4.81	4.27	4.3	4.46	51%
Purolator Filters	4.66	4.98	4.39	4.68	54%
ETE Reman	4.6	4.22	4.03	4.28	50%
Factory Motor Parts	4.45	3.57	3.48	3.83	28%
Auto Value/Bumper-to-Bumper	4.24	3.96	3.67	3.96	46%
Shop MonkeyShurtape Technologies	4.2	3.85	3.9	3.98	30%
Delphi	4.19	4.57	3.66	4.14	52%

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.

fender bender

AD INSIGHT STUDY