RATCHET +WRENCH™

AD INSIGHT STUDY

Survey report prepared for:

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 *Ratchet+Wrench* 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 *Ratchet+Wrench* readers, thus enhancing the return on their advertising investment.

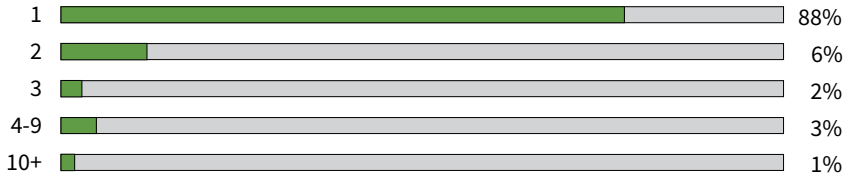
The sample for this online study was selected from the domestic qualified circulation of *Ratchet+Wrench*. Individuals included in the sample were emailed an invitation to participate in the study on September 6, 2023, and were offered an incentive to take part (those that completed the study were entered in a drawing for a $100 Amazon gift card). Study responses were collected from September 6 to September 15, 2023, and findings are based on the input from 299 study participants.

ADS INCLUDED IN THE STUDY

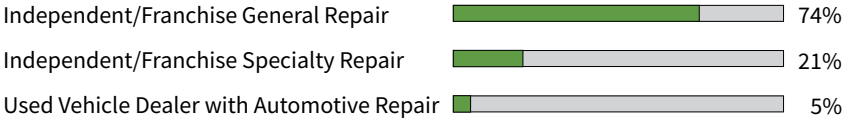
- Advance Auto Parts - Diehard
- Advance Professional
- Automotive Training Institute
- AutoZone
- Bendpak
- BG Products
- Business Actualization
- Carquest
- ETE REMAN
- Factory Motor Parts
- Ford Motor Company
- Jasper Engines & Transmissions
- Mail Shark
- NAPA
- Promotive
- Shopmonkey
- Stellantis
- TechNet
- WHI Solutions Inc.
- Worldpac

RESPONDENT PROFILE

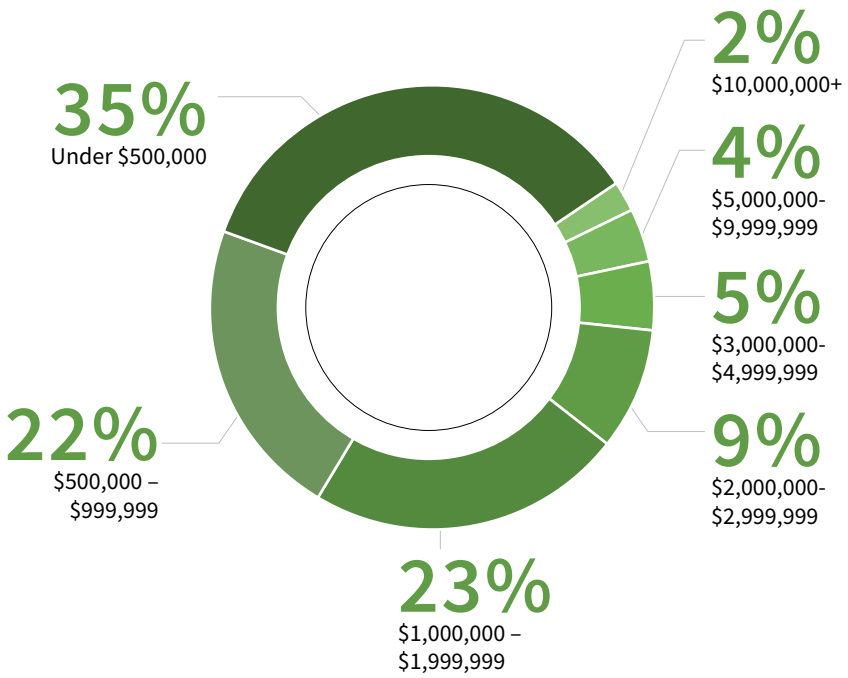
How many total locations do you operate?



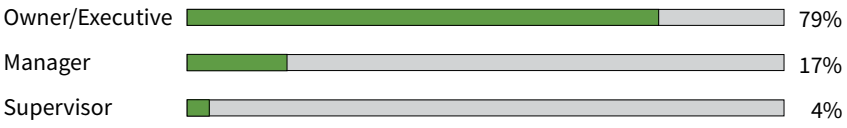
Which of the following best describes your repair business?



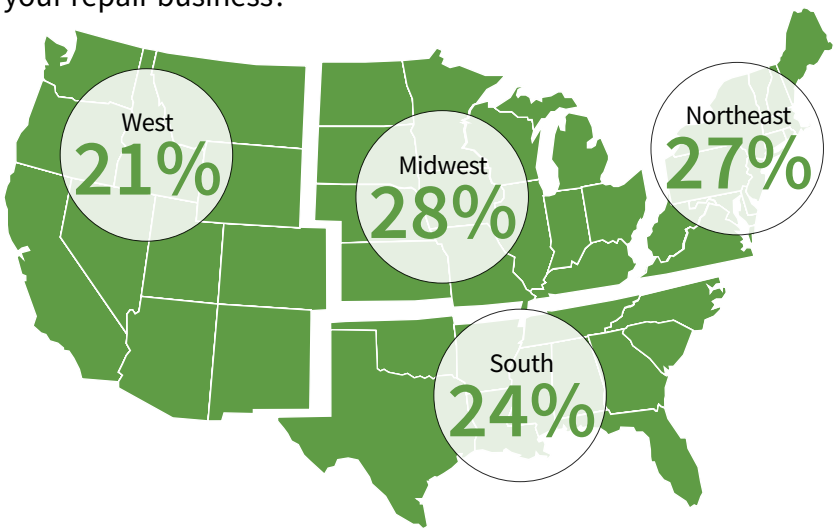
What is your annual revenue at this location?



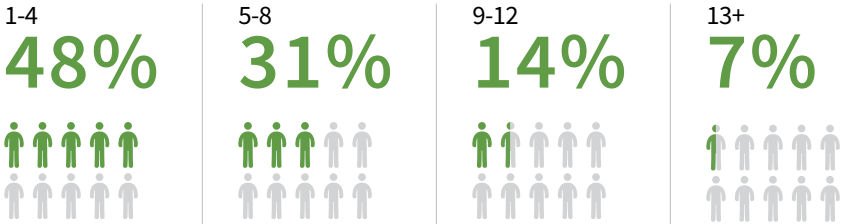
Which best describes your job title?



Which best describes the location of your repair business?



How many total employees are at this location?



QUESTIONNAIRE

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?

#1



Jasper Engines & Transmissions
5.11

#2



Bendpak
5.08

#3



NAPA
4.91

#4



Advance Auto Parts - Diehard
4.72

#5



BG Products
4.64

#1



Advance Auto Parts - Diehard
5.31

#2



Jasper Engines & Transmissions
5.26

#3



Bendpak
~~5.09~~

#4



BG Products
~~5.01~~

#5



Advance Professional
~~4.00~~

#1



Jasper Engines & Transmissions
5.29

#2



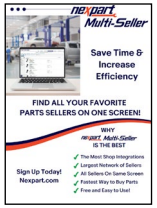
NAPA
5.19

#3



Bendpak
5.16

#4



WHI Solutions Inc.
4.95

#5



ETE REMAN
4.68

#1



Bendpak
4.88

#2



Jasper Engines & Transmissions
4.78

#3



NAPA
4.65

#4

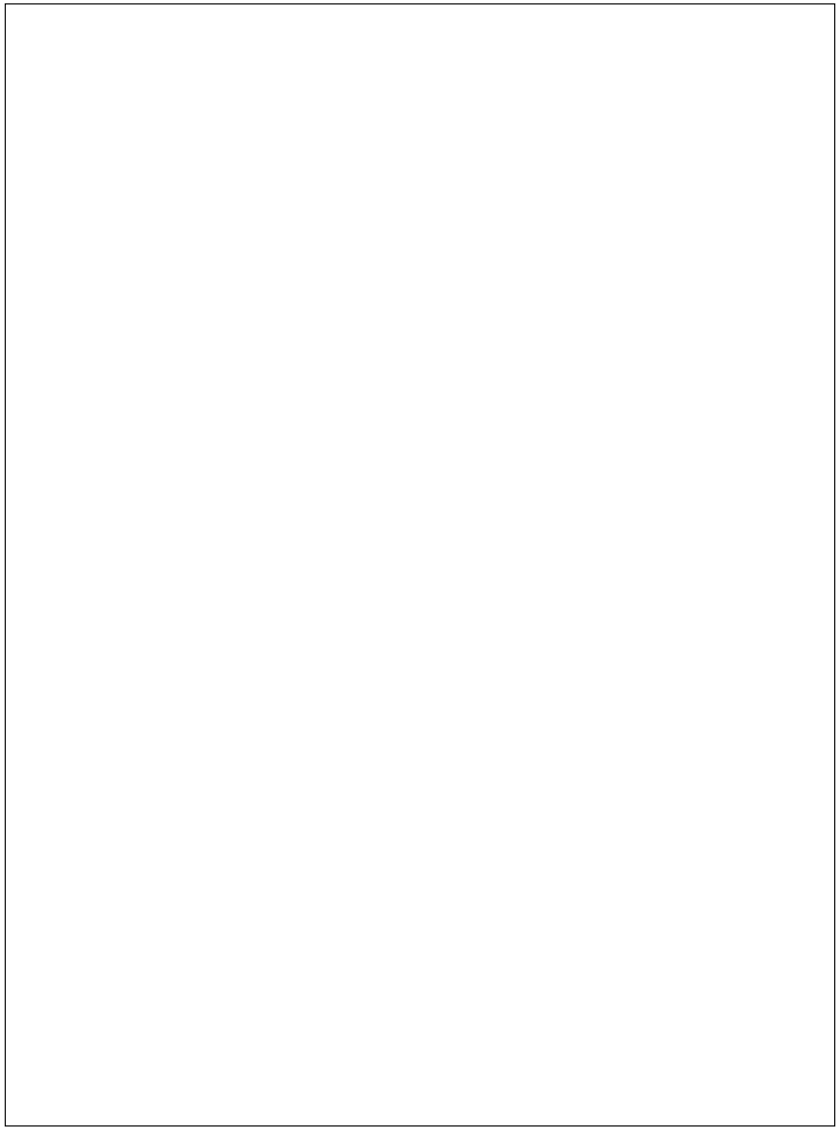


Advance Auto Parts - Diehard
4.55

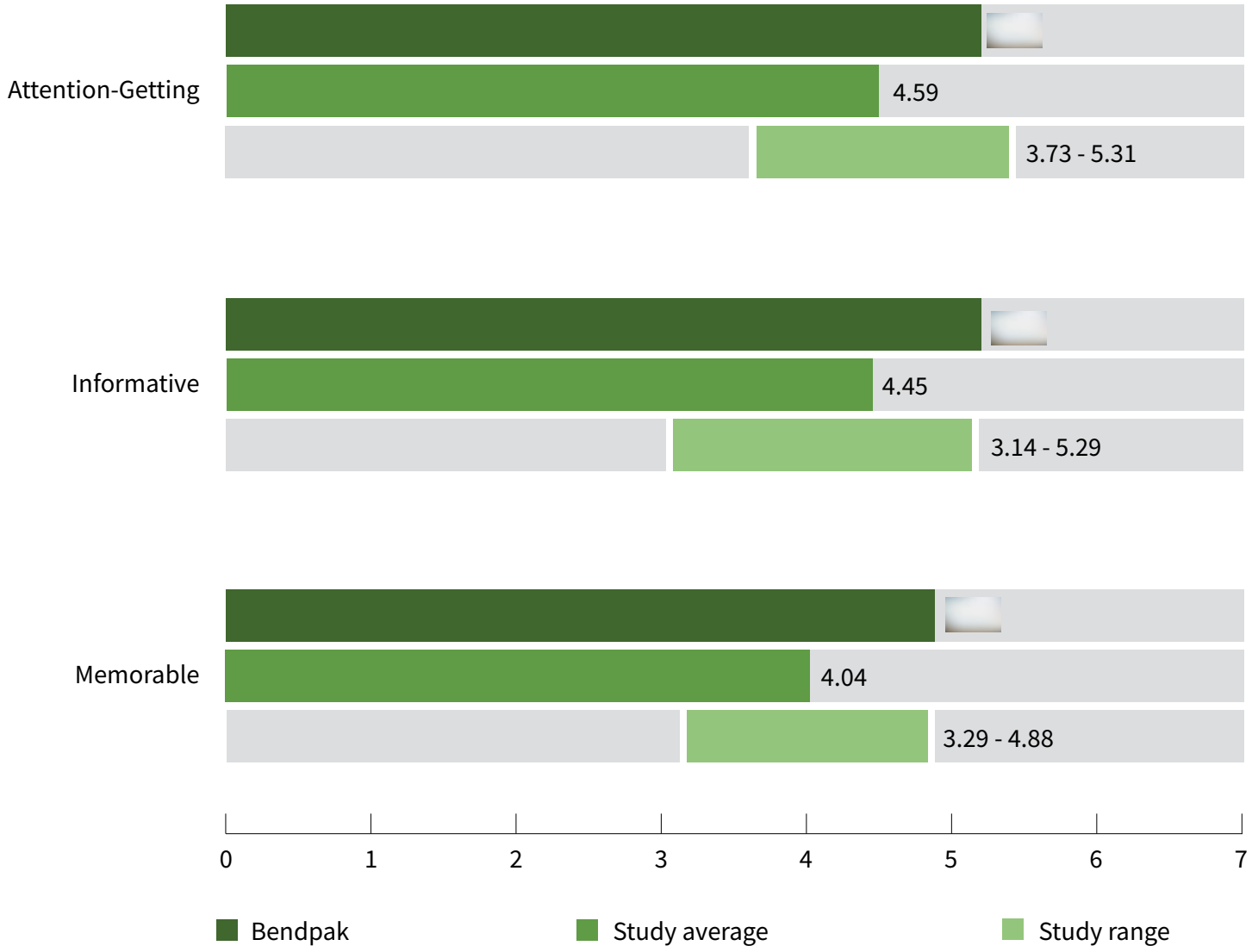
#5



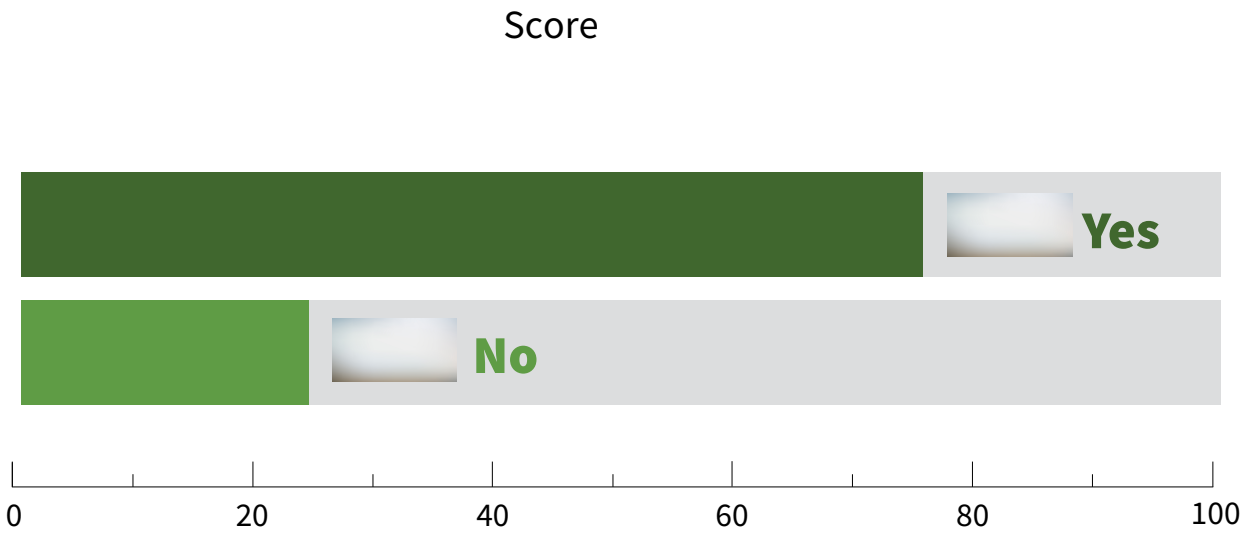
Promotive
4.36



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 - 54%, No - 46%)

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



	Attention-Getting Score	Informative Score	Memorable Score	Aggregate Score	Action Score
Jasper Engines & Transmissions					
Bendpak					
NAPA					
Advance Auto Parts - Diehard					
BG Products					
Promotive					
Advance Professional					
WHI Solutions Inc.					
TechNet					
ETE REMAN					
AutoZone					
Ford Motor Company					
Worldpac					
Mail Shark					
Shopmonkey					
Factory Motor Parts					
Automotive Training Institute					
Carquest					
Business Actualization					
Stellantis					

RATCHET +WRENCH™

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.

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