

**RATCHET
+WRENCH™**

AD
INSIGHT
STUDY

Survey report prepared for:

BendPak®

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

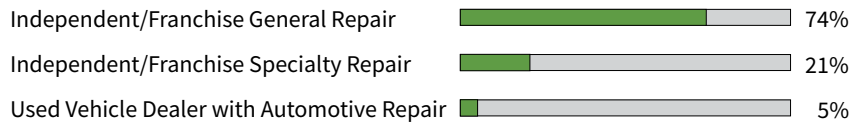
- Advance Auto Parts - Diehard
- Advance Professional
- Automotive Training Institute
- AutoZone
- Bendpak
- BG Products
- Business Actualization
- Carquest
- ETE REMAN
- Factory Motor Parts
- Ford Motor Company
- Jasper Engines & Transmissions
- Mail Shark
- NAPA
- Promotive
- Shopmonkey
- Stellantis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

RESPONDENT PROFILE

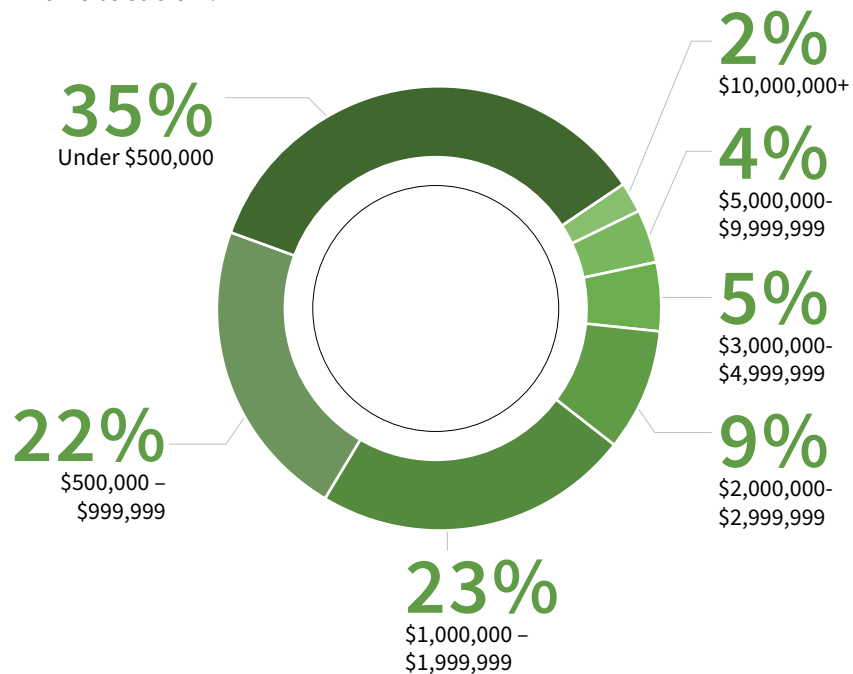
How many total locations do you operate?



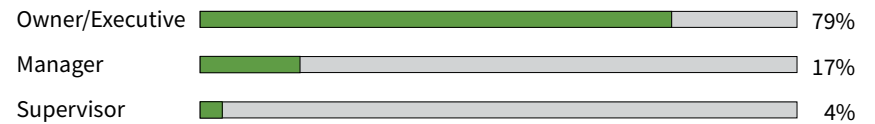
Which of the following best describes your repair business?



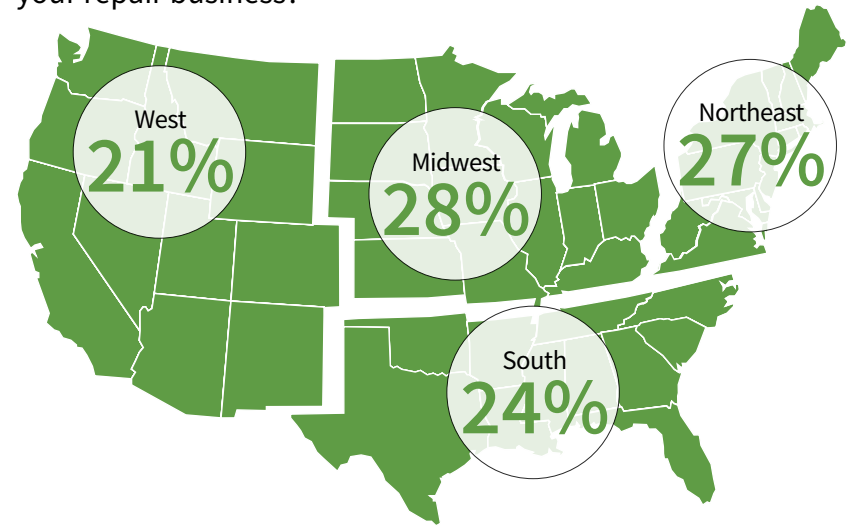
What is your annual revenue at this location?



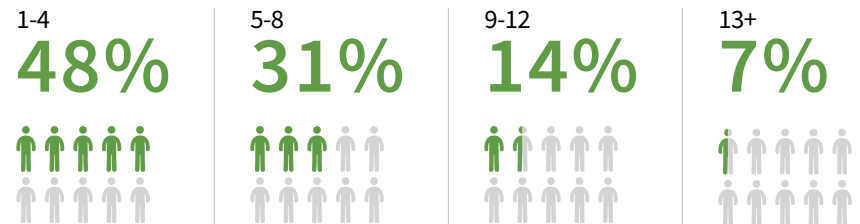
Which best describes your job title?



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?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memorable?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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
100% Associate Owned

RAM 6.4L HEMI Engines

Call or Click Today!

Available Engine Applications
2014-2017 RAM 3500-5500 (Cab/Chassis)
2014-2017 RAM 2500-3500 (Pickup)

Bringing More Value to You and Your Customers!

- 100% installation of NEW roller bearing assemblies. The pin is improved with a through-hardening process followed by a case-hardening procedure for maximum lifter durability and longevity.
- JASPER® modifies the direction of the piston oiler spray to improve lubrication to the cam/lifter assemblies for increased roller life.
- Stronger, designed forged pistons provide 60% more durability while maintaining a lower piston operating temperature.
- JASPER® includes a stronger, more robust piston ring pack for greater durability, better heat resistance, and improved oil control.

800-827-7455 www.jasperengines.com

Jasper Engines & Transmissions



#2

FEEL THE CHILL
COOL BOSS

Bendpak



#3

BECOME A NAPA AUTO CARE CENTER
LARGEST NETWORK
6,000 95%
NAPA

NAPA



#4

AMERICA'S MOST TRUSTED AUTO BATTERY
DieHard

Advance Auto Parts - Diehard



#5

Profitability through Productivity
BG

BG Products



#1



Advance Auto Parts - Diehard

#2



Jasper Engines & Transmissions

#3



Bendpak

#4



BG Products

#5



Advance Professional

#1

JASPER
ENGINES & TRANSMISSIONS
100% Associate Owned

RAM 6.4L HEMI Engines

Call or Click Today!

Available Engine Applications
2014-2017 RAM 3500-5500 (Cab/Chassis)
2014-2017 RAM 2500-3500 (Pickup)

Bringing More Value to You and Your Customers!

- 100% installation of NEW roller bearing assemblies. The pin is improved with a through-hardening process followed by a case-hardening procedure for maximum lifter durability and longevity.
- JASPER® modifies the direction of the piston oiler spray to improve lubrication to the cam/lifter assemblies for increased roller life.
- Stronger designed forged pistons provide 60% more durability while maintaining a lower piston operating temperature.
- JASPER® includes a stronger, more robust piston ring pack for greater durability, better heat resistance, and improved oil control.

800-827-7455 www.jasperengines.com

Jasper Engines & Transmissions



#2

BECOME A NAPA AUTO CARE CENTER

LARGEST NETWORK
6,000 95%

PROVIDE PREMIER SERVICE
RECOVERING ROAD BY ROAD WARRANTY

AMERICA'S LARGEST OIL-CHANGE SERVICE
AUTO CARE

NAPA



#3

FEEL THE CHILL
CONTROL OVER YOUR AIR-ASSIST MACHINES

HEAT

COOLNESS

Bendpak



#4

Multi-Seller

Save Time & Increase Efficiency

FIND ALL YOUR FAVORITE PARTS SELLERS ON ONE SCREEN!

WHI Multi-Seller is THE BEST

- ✓ The Most Shop Integrations
- ✓ Largest Network of Sellers
- ✓ All Sellers On Same Screen
- ✓ Flexible Like No Other Parts
- ✓ Free and Easy to Use!

Sign Up Today! WhiPart.com

WHI Solutions Inc.



#5

The Well-Nourished Reman

LET YOUR REMAN PARTS TALK

GET YOURS TODAY!

ETE REMAN



#1

FEEL THE CHILL

CONTROL YOUR CLIMATE. JUST ADD WATER.™

BEAT THE HEAT SALE GOING ON NOW

LEARN MORE

26° F Cooling* Easy-to-use Control Panel Large Cooling Area Auto-refill

Bring Indoor Comfort Outdoors

Energy Efficient Warehouse Cooling

At Cool Boss, we focus on innovations that deliver incredible comfort and value. Every one of our COOLBREEZE™ and COOLBLAST™ evaporative coolers use tap water to instantly chill areas at a fraction of the cost of traditional air-cooling methods. Just plug them into a standard wall outlet, fill them with water, and instantly lower the surrounding temperature by as much as 26 degrees. It's that simple!

Learn more at COOLBOSS.COM or call 1-855-2BE-COOL

WWW.COOLBOSS.COM • 1-855-223-2665

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COOL BOSS
A Division of Bendpak Inc.

Bendpak

#2

Jasper Engines & Transmissions

RAM 6.4L HEMI Engines

Cast or Click Factory

Available Engine Applications

Bringing More Value to You and Your Customers

800-827-7488 www.jasperengines.com

Jasper Engines & Transmissions

#3

BECOME A NAPA AUTO CARE CENTER

AMERICA'S LARGEST NETWORK

6,000 95%

PROFESSIONAL PERSONNEL

PRIORITY PARTS DELIVERY SERVICE

AUTO CARE

NAPA CARE

NAPA

#4

AMERICA'S MOST TRUSTED AUTO BATTERY

DieHard

Advance Auto Parts - Diehard

#5

promotive

HIRE TOP-TIER TALENT

ALL SERVICE AUTOMOTIVE RECRUITMENT

AUTO TECHNICIAN

SHOP FOREMAN

SERVICE ADVISOR

SHOP MANAGER

GENERAL SERVICE TECH AND SIMILAR ROLES

100+ YEARS OF EXPERIENCE

www.promotive.com

Promotive

FEEL THE CHILL

CONTROL YOUR CLIMATE. JUST ADD WATER.™

BEAT THE HEAT SALE GOING ON NOW

LEARN MORE

Bring Indoor Comfort Outdoors

Energy Efficient Warehouse Cooling

- 26° F Cooling*
- Easy-to-use Control Panel
- Large Cooling Area
- Auto-refill

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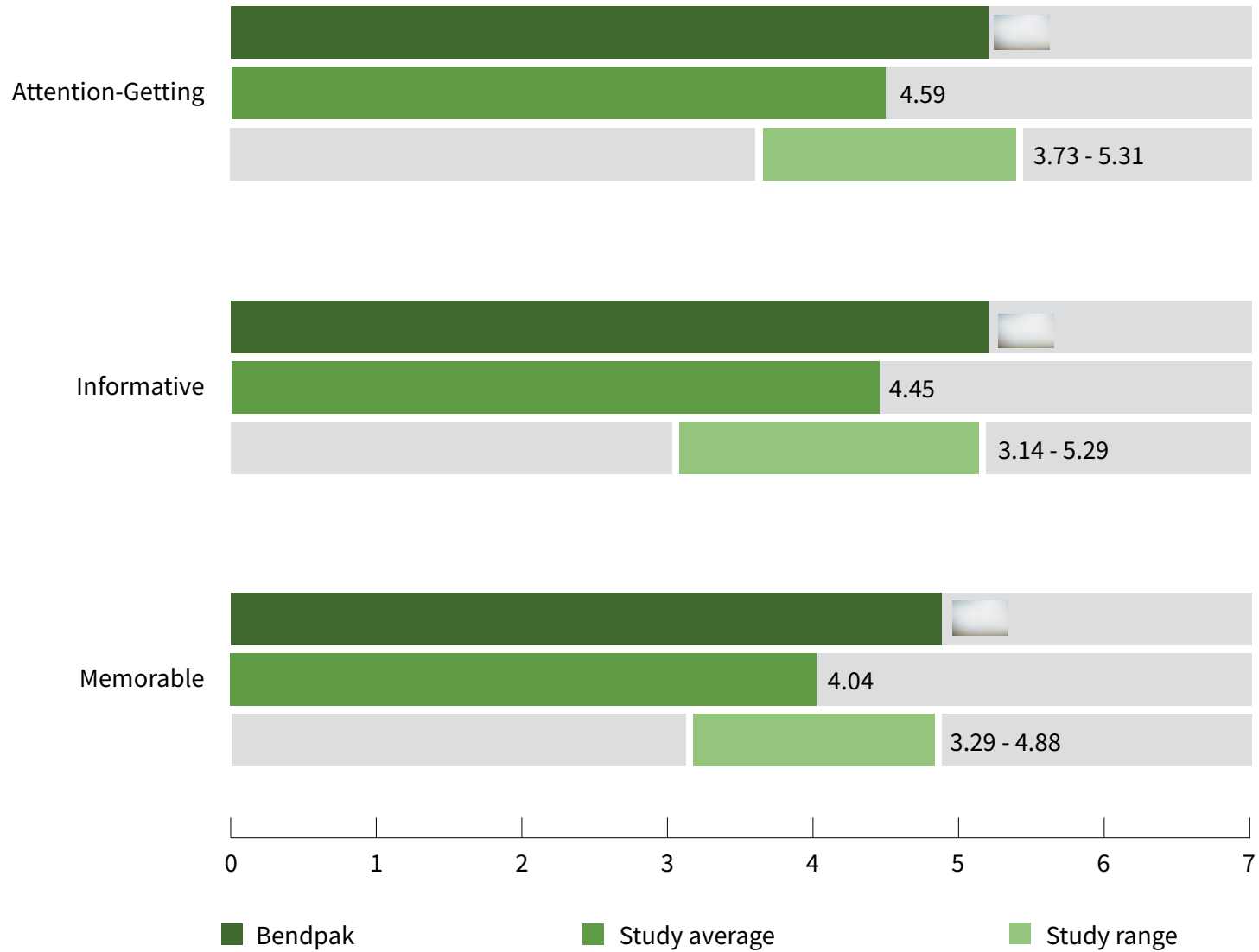
Learn more at COOLBOSS.COM or call 1-855-2BE-COOL

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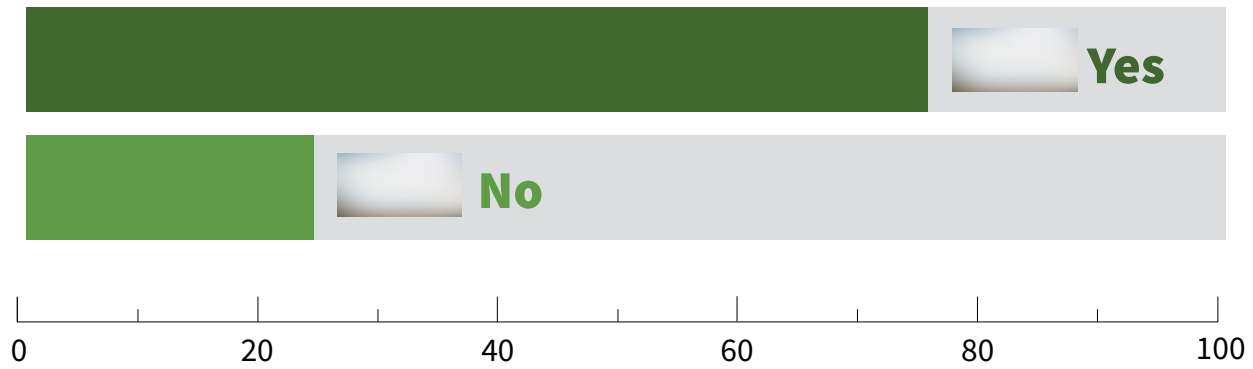
A Division of BendPak Inc.

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.)?

Bendpak Score



(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:



RESULTS BY SERVICE/CATEGORY

	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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