

**NALN**

**AD**  
**INSIGHT**  
**STUDY**

Survey report prepared for:

**Solid Start**



## 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 *National Oil and Lube News* 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 *National Oil and Lube News* readers, thus enhancing the return on their advertising investment.

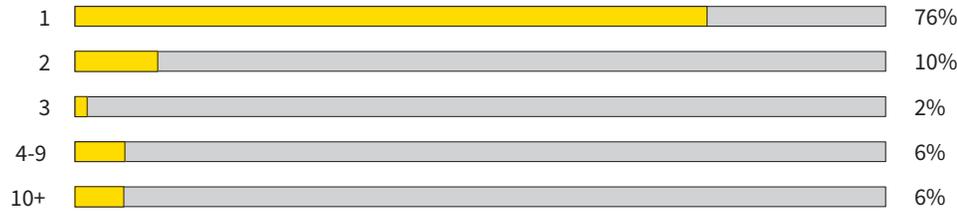
The sample for this online study was selected from the domestic qualified circulation of *National Oil Lube News*. Individuals included in the sample were emailed an invitation to participate in the study on **September 5, 2023** and were offered an incentive to take part (those that completed the study were entered in a drawing for a \$100 Amazon gift card). Study responses were collected from **September 5 to September 18, 2023**, and findings are based on the input from **150 study participants**.

## ADS INCLUDED IN THE STUDY

- American Petroleum Institute
- AutoCenter Sales
- Bendpak
- BG Products
- Chevron Lubricants
- Corporate Consultants
- Devon Industries
- ExxonMobil
- ISI Software
- Jiffy Lube
- Kafko International
- Mighty Distributing System
- Robert Bosch LLC
- Roth North America
- Royal Purple
- Solid Start
- Valvoline

# RESPONDENT PROFILE

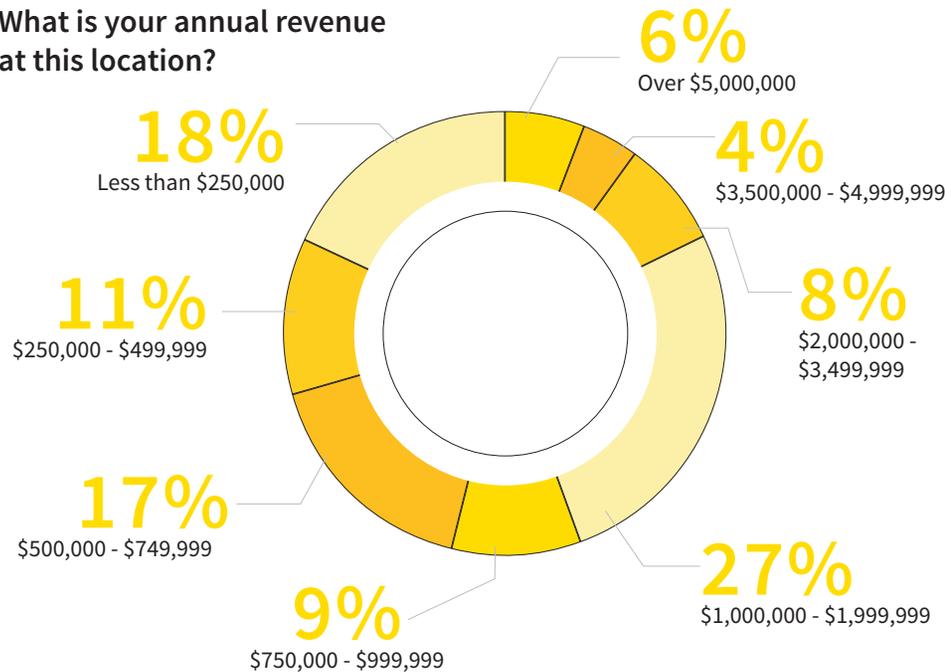
## How many total locations do you operate?



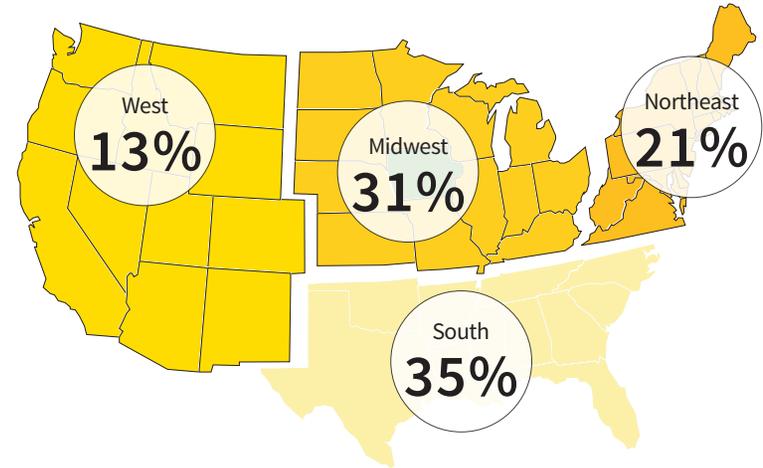
## Which of the following best describes your job title?



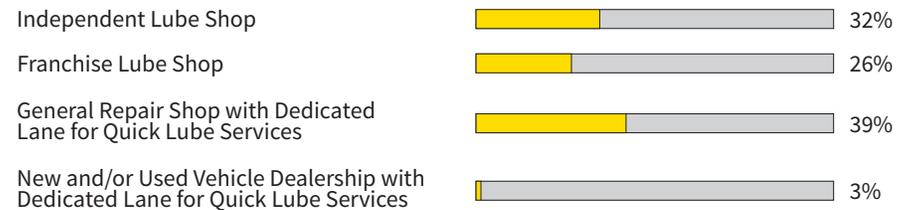
## What is your annual revenue at this location?



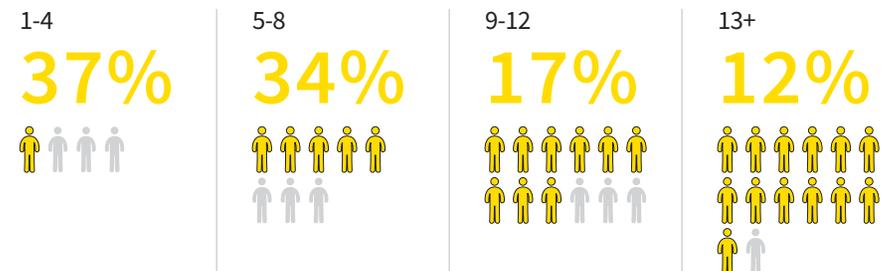
## Which best describes the location of your business?



## Which of the following best describes your 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                     |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>Attention-getting?</b> | <input type="radio"/> |
| <b>Informative?</b>       | <input type="radio"/> |
| <b>Memorable?</b>         | <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

CORPORATE CONSULTANTS International Inc.

# THINKING OF SELLING?

Let us get you the **BEST PRICE!**

Specialized Quick Lube & Car Wash Business Broker with **over 30 years of experience** to protect your interests & make sure you get the best deal!

- ✓ **FREE** business valuation for clients
- ✓ **NO FEE** for real estate (only on business value!)

**Jim O'Leary** | 518-469-0983 | CciJim@aol.com

Corporate Consultants



#2

PROFESSIONAL RESULTS. LIFETIME WARRANTY. INCREASED PROFITS.

**TUC HEADLIGHT RESTORATION**

CALL TODAY FOR YOUR FREE SAMPLE!

Solid Start



#3

**3X MORE ACTIVE**

THE CLEAN TOUGH SYSTEM

Kafko International



#4

**Roth DOUBLE-WALL CONTAINMENT**

For all your automotive oil and lubricant storage needs.

ROTH



#5

REV UP YOUR SAVINGS

WRENCHERS

Bendpak



# HIGHEST SCORING ADS: ATTENTION-GETTING

(STUDY RANGE: 3.93-5.29)

#1



Kafko International



#2



Corporate Consultants



#3



Bendpak



#4



Solid Start



#5



Jiffy Lube



#1



**Roth**  
**DOUBLE-WALL CONTAINMENT**

For all your automotive oil and lubricant storage needs.



- Designed to store diesel and bio fuels, motor oil, used oil, ATF, DEF and heating oil, class II and class III combustible fluids
- Outer tank holds 110 percent of inner tank for maximum protection
- Up to 50 percent lighter than conventional steel tanks
- Easy to install
- Compact design
- Exceeds industry standards
- UL2258 Certified
- Compliant with NFPA 30/30A
- Low-cost
- 30-Year warranty
- Leak-proof and will not

www.RothLubeTanks.com  
1.888.266.7684

ROTH

#2



**THINKING OF SELLING?**  
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Jim O'Leary 518-469-0983  
CORPORATE CONSULTANTS

Corporate Consultants

#3



**PROFESSIONAL RESULTS. LIFETIME WARRANTY. INCREASED PROFITS.**

**THUC HEADLIGHT RESTORATION**

CALL TODAY FOR YOUR FREE SAMPLE!

Solid Start

#4



**Oil**  
**3X MORE ACTIVE TO CLEAN TIGHT SPOTS**

Kafko International

#5



**ROYAL PURPLE THE SYNTHETIC EXPERT**

TRAINED GREETERS MEAN INFORMED CONSUMERS WHO BUY

FEATURES

BENEFITS TO THE INSTALLER

WANT TO LEARN MORE ABOUT ROYAL PURPLE'S GREETER TRAINING PROGRAM?

Royal Purple

#1

**PROFESSIONAL RESULTS. LIFETIME WARRANTY. INCREASED PROFITS.**

**True Brand HEADLIGHT RESTORATION**  
 Patent-pending Formula Increases Visibility by up to 50%!

**SEE. SAFELY.**  
 RESTORES HAZY, FOGGED, MILKED-IN HEADLIGHTS TO LIKE-NEW CLARITY & INCREASES VISIBILITY BY UP TO 50%!  
 HARDEST LENS COATING AVAILABLE FOR SUPERIOR CHEMICAL, WATER, HEAT, AND ABRASION RESISTANCE.

**LIFETIME WARRANTY**

**ACTUAL RESULTS!**

- ✓ INCREASES VISIBILITY BY UP TO 50%!
- ✓ EASY AEROSOL APPLICATION.
- ✓ 1-STEP SANDING PREPARATION.
- ✓ INCREASES VEHICLE SAFETY.
- ✓ HIGH-PROFIT SERVICE.
- ✓ LIFETIME WARRANTY!!

**True Brand**

*Truth:* "If you believe it will work, you'll see opportunities. If you believe it won't, you will see obstacles."  
 - Wayne Dyer

Solid Foundations. Solid Products.

Contact your local Solid Start Distributor to get True Brand® in your shop. Call Today: 877-290-3950 | www.solidstart.com | #TrueBrandTough

Solid Start



#2

**REV UP YOUR SAVINGS**  
 (Available from 1 Mega Mart)

**WRENCHERS**

Bendpak



#3

**CORPORATE CONSULTANTS**

**THINKING OF SELLING?**  
 Let us get you the BEST PRICE!  
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Jim O'Leary | 318-469-0983 | co@jimol.com

Corporate Consultants



#4

**3X MORE ACTIVE**  
 100% WATER-BASED  
 100% NON-TOXIC

**Kafko International**

Kafko International



#5

**Roth DOUBLE-WALL CONTAINMENT**  
 For all your automotive oil and lubrication storage needs.

**ROTH**

- Designed to store 55 and 30 gallon drums, 55 and 30 and 200 and 400 gallon drums, 55 and 30 gallon drums, 55 and 30 gallon drums, 55 and 30 gallon drums.
- 100% Leak-Proof 100 percent protection.
- 100% 50 percent Spill-Resistant containment spill containment.
- Easy to install.
- Meets industry standards.
- Meets EPA 305.2(a).
- 100% Leak-Proof.
- Leak-proof and will not.

www.RothUSA.com | 800.441.7663

ROTH



**PROFESSIONAL RESULTS.  
LIFETIME WARRANTY.  
INCREASED PROFITS.**

**True Brand**  
**HEADLIGHT RESTORATION**  
Patent-pending Formula Increases Visibility by up to 50%!  
**SEE. SAFELY.**  
RESTORED HAZY, FOGGY, YELLOWED HEADLIGHTS TO LIKE-NEW, CRYSTAL-CLEAR BRILLIANCE!  
**LIFETIME WARRANTY!**

**True Brand**  
**HEADLIGHT RESTORATION**  
**SEE. SAFELY.**

**BEFORE**

**AFTER**

**ACTUAL RESULTS!**

- ✓ INCREASES VISIBILITY BY UP TO 50%!
- ✓ EASY AEROSOL APPLICATION.
- ✓ 1-STEP SANDING PREPARATION.
- ✓ INCREASES VEHICLE SAFETY.
- ✓ HIGH-PROFIT SERVICE.
- ✓ LIFETIME WARRANTY!!

**True Brand® HEADLIGHT RESTORATION KIT** is a patent-pending formula that renews aged, hazy headlights to like-new clarity & **increases visibility by up to 50%**! Our advanced ultra-violet drying agents leave the clearest, hardest lens coating available for superior chemical, water, heat, and abrasion resistance.

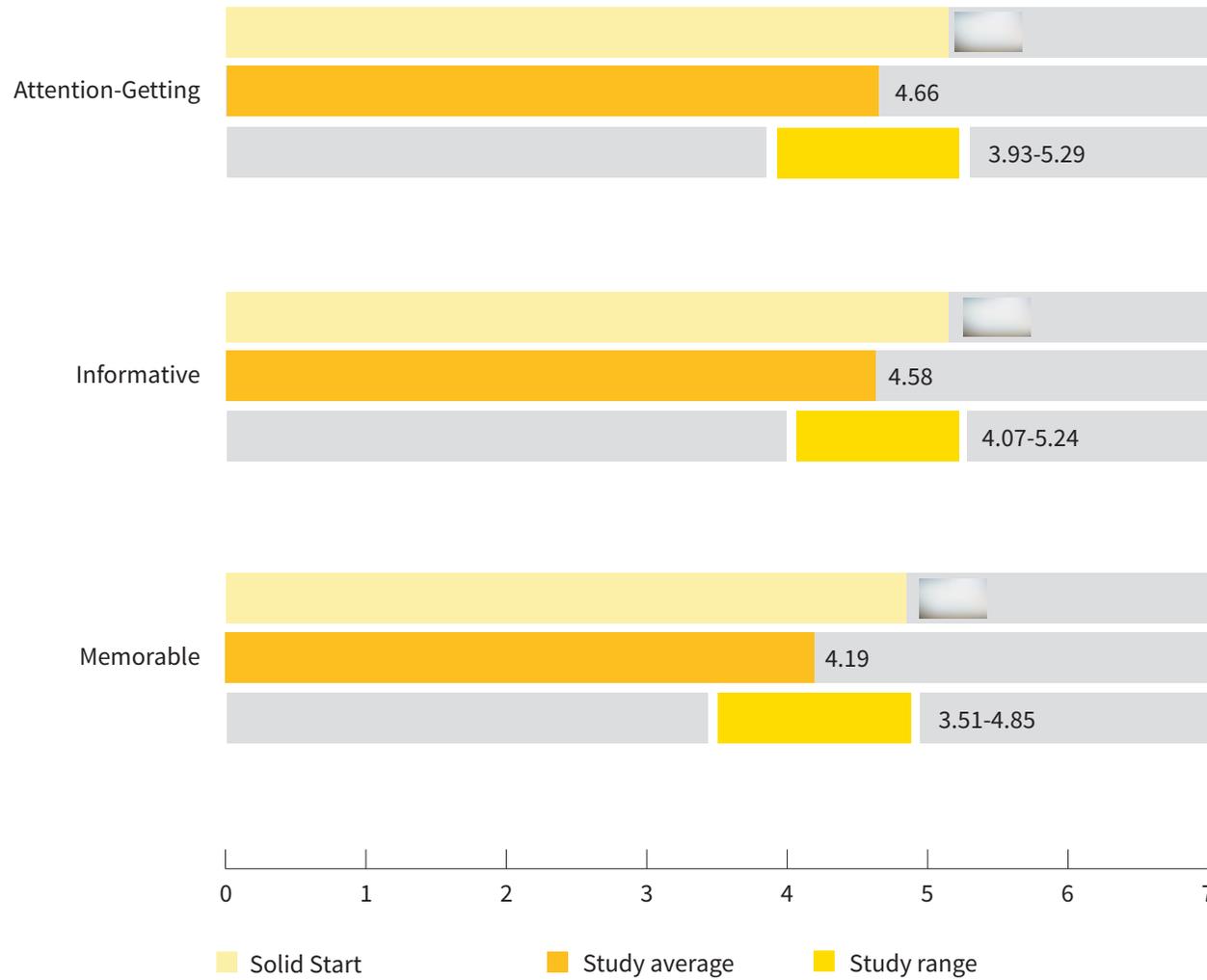
**CALL TODAY FOR YOUR FREE SAMPLE!**

*Truth:* "If you believe it will work, you'll see opportunities. If you believe it won't, you will see obstacles."  
- Wayne Dyer

**True Brand**  
Solid Foundation. Solid Products.

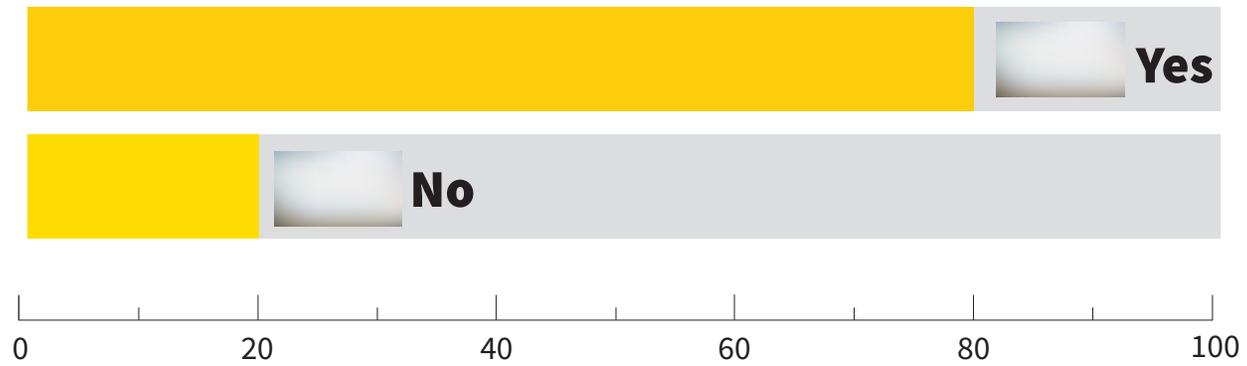
Contact your local Solid Start Distributor to get True Brand® in your shop. Call Today: 877-290-3950 | www.solidstart.com | #TrueBrandTough

# 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.)?

Solid Start Score



(Study Average: Yes - 59%, No - 41%)

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 |
|------------------------------|-------------------------|-------------------|-----------------|-----------------|--------------|
| Corporate Consultants        |                         |                   |                 |                 |              |
| Solid Start                  |                         |                   |                 |                 |              |
| Kafko International          |                         |                   |                 |                 |              |
| Roth North America           |                         |                   |                 |                 |              |
| Bendpak                      |                         |                   |                 |                 |              |
| Royal Purple                 |                         |                   |                 |                 |              |
| Chevron Lubricants           |                         |                   |                 |                 |              |
| Valvoline                    |                         |                   |                 |                 |              |
| BG Products                  |                         |                   |                 |                 |              |
| Jiffy Lube                   |                         |                   |                 |                 |              |
| Mighty Distributing System   |                         |                   |                 |                 |              |
| Devon Industries             |                         |                   |                 |                 |              |
| AutoCenter Sales             |                         |                   |                 |                 |              |
| ExxonMobil                   |                         |                   |                 |                 |              |
| Robert Bosch LLC             |                         |                   |                 |                 |              |
| ISI Software                 |                         |                   |                 |                 |              |
| American Petroleum Institute |                         |                   |                 |                 |              |



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.

