

**THE MEASURABLE RESULTS
OF AN AD CAMPAIGN**



ARCHITECTURAL DIGEST'S VISTA SURVEY SUMMARY

A VISTA Print Effectiveness Rating survey was recently fielded by Affinity to measure reader involvement, advertising effectiveness and editorial readership of the September 2010 issue of Architectural Digest. A total of 308 respondents were surveyed to determine the effectiveness of 57 advertisements and the editorial readership of 6 articles appearing in the issue.



ELDORADO STONE AD	TOTAL RECALL	BRAND ASSOCIATION	ACTIONS TAKEN
Advertiser	78%	85%	75%
Issue Average	64%	83%	58%
Category Average	63%	79%	60%

Note: Brand Association and Actions Taken based on respondents recalling specific advertisements.

ACTIONS TAKEN DETAIL	MORE FAVORABLE OPINION	GATHER MORE INFORMATION	VISIT ADVERTISER'S WEBSITE	VISIT STORE, DEALER, OTHER LOCATION	SAVE AD FOR FUTURE REFERENCE	RECOMMEND PRODUCT	CONSIDER PURCHASING PRODUCT	PURCHASE PRODUCT
Advertiser	31%	43%	31%	9%	28%	8%	20%	3%
Issue Average	18%	18%	20%	7%	15%	6%	15%	2%
Category Average	19%	21%	22%	8%	18%	6%	16%	2%

Note: "Actions Taken" defined as respondents who took, or plan to take, action after recall of specific ads; i.e. Ask a distributor about the product, or view the advertised program / movie.

StudioConover is a cross-discipline design studio specializing in Product and Architectural Consultation and Integrated Brand Strategies for the Built Environment. Capabilities include:

Product Consultation

Architectural Color and Materials Specification

Integrated Branding Strategies

Packaging and Collateral Design

Corporate Identity

Online Design

Taglines and Naming