

# Score Index

90+ Powerful  
80-89 Effective  
70-79 Improve  
BELOW 70 Do over

BMW



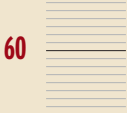
TAB ENERGY



NEUTROGENA



DAILY'S



DAILY'S



DAILY'S



DAILY'S



DAILY'S



50

## BMW X5



**HEADLINE:** "Our designers got the seven-year itch. And scratch they did" scored fairly well on stopping power but did badly in all other areas, including news value, emotion and interest. **54**

**VISUAL IMPACT:** Mundane presentation in both layout and photo. **55**

**COPY:** Advantages of the new model are clearly outlined, but low scores for emotional connection. Here's a good example of a company being so impressed with itself that it pats itself on the back with each word rather than translating the auto's virtues into consumer values, both real and psychological. **74**

**CONSUMER APPEAL:** The ad did best in this category due to fit with the brand image and demonstration of improvement to the existing owner. **89**

## OVERALL: 73

## TAB ENERGY



**HEADLINE:** The headline does have stopping power and involves the target (young women) but doesn't have a clear message. And it's totally irrelevant to the energy positioning of the product. **57**

**VISUAL IMPACT:** The ad did outstandingly in this segment, hurt only by its failure to demonstrate product benefit (although one could say the ultimate end benefit is the guy). Again, irrelevant to the energy positioning. **91**

**COPY:** There simply isn't enough of it to rank here. A little "tell me why" would help persuasion factor. **74**

**CONSUMER APPEAL:** When you have a polarizing ad, you tend to score in the middle. This is a contrived-to-be-controversial ad that focuses on its puzzlement, not the immediate product benefit. **67**

## NEUTROGENA HELIOPLEX SUNCARE

## OVERALL: 90



**HEADLINE:** Emphasis on stopping power and analysis of target market, but lower in "emotionality" and news value. **93**

**VISUAL IMPACT:** The ad did well but was weaker than in other areas because of competing areas of focus. **80**

**COPY:** Scored well, albeit with weakness in emotional connection. An example of virtue in the extreme being no longer a virtue. The ad is so claim-driven, it has no room for emotion. **87**

**CONSUMER APPEAL:** Based on "how it all hangs together" and how well it sets up the dissonance factor with the consumer's existing product, it gets AdAudit's first perfect score. **100**

**OVERALL:** Powerful ad in a claim-driven, competitive category. Share gain "is a sure thing" if enough is spent to get the message across.

## DAILY'S COCKTAILS

## OVERALL: 94



**HEADLINE:** Almost perfect, but lacking a little on emotional connection, though the visual makes up for that. **94**

**VISUAL IMPACT:** Convivial atmosphere typical of liquor ads, but boosted by "huge presence of the attractive package, clever logo and copy, including everything you want to know about the product." Even a product demo. Just a notch below perfect due to being "a tad busy." **99**

**COPY:** Most of the copy is on the package, covering all the bases. **91**

**CONSUMER APPEAL:** Above average in all areas but trust/fit with the brand-hard to gauge with a new brand. **91**

**OVERALL:** For those who will say that "you can't put everything in an ad" (and have it easy-to-read, visually appealing and not a drag), here's proof to the contrary.