

Starch Research Results Welch Ad in People Magazine February 18 Issue



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Magazine Advertising: *Starch Research Results* February 18 Issue, People magazine

Does Peel 'n Taste® work to engage consumers and drive sales?



People Magazine February 18, 2008:
Welch's Grape Juice national insert

Break-through Power, Top of Mind Brand Awareness

The Welch's ad scored well above the average in the February 18 issue, with the best brand association of any ad in the book.

	Noted	Associated	Read Some	Read Most	Noted Rank in issue	Associated Rank in issue
	%	%	%	%		
Total	70	64	54-	27-	2	1
Male	73	68	60-	29-	1	1
Female	68	63	52-	27-	2	1
Mothers	69	64	52-	25-	2	2
Not Mothers	67	61	51-	28-	2	2
Females 25-34	64	58	49-	19-	3	4
Females 35-49	73	67	54-	35-	2	2
Issue Average - Total	51	44	34	13	-	-

A Unique Advertising Experience that Busted Readership Norms

The Welch's ad handily beat the 2-page insert norm on all readership measures and performed as well as 8-page inserts.

	Noted	Associated	Read Some	Read Most
	%	%	%	%
Welch's Ad (2-Page Insert)	70	64	54-	27-
1-Page 4-Color Adnorm	49	43	33	11
2-Page Spread ad (left and right sides) Adnorm	54	47	36	13
2-Page Insert Adnorm	57	50	39	13
4-Page Insert Adnorm	64	55	50	16
8-Page Insert Adnorm	71	62	59	15

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Strong Purchase Consideration Among Triers- 29% of Total

- ❑ Suggests roughly 1.5 million people may have sampled the taste of Welch's via Peel 'n Taste® from the magazine.
- ❑ 59% were more likely to purchase after trying the flavor strip.

	Did try flavor strip	Did not try flavor strip
(Base)	(96) %	(230) %
Much more likely	26	7
Somewhat more likely	33	18
No change	32	67
Less likely	2	3
Much less likely	-	3
No answer	6	1

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Peel 'n Taste® Flavor Experience Overwhelmingly Positive

- ❑ 63% said the flavor was 'good' or 'great.'
- ❑ Only 5% had a negative response.

	Total (A)	Male (B)	Female (C)
(Base - Yes, did try flavor strip)	(96)	(25)	(71)
	%	%	%
It was great	16	16	15
It was good	47	48	46
It was okay	25	32	23
It didn't taste so good	5	-	7B
I didn't like the taste at all	-	-	-
No answer	7	4	8

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Generated viral buzz and drove purchase

62% of readers took action on behalf of brand as a result of seeing this ad.

	Total (A)	Male (B)	Female (C)
(Base - Noted Ad)	(227)	(79)	(148)
	%	%	%
Net: Any	62	53	67B
Mentioned the flavor strip to others	33	28	36
Discussed this ad with others	26	22	28
Purchased Welch's Grape Juice	19	16	20
Looked for Welch's Grape Juice at the store	19	19	19
Recommended Welch's Grape Juice to others	7	3	10B
Other	*	-	1
None of the above	38	47C	33
No answer	-	-	-

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Peel 'n Taste® + Great Creative = #1 Associated Ad

Top 10 Scoring Advertisers: % Associated

Associated is a measure of branding power.



Rank	Page #	Size / Color	Advertiser	% Assoc
1	75	+2P4B	WELCH'S 100% GRAPE JUICE	64
2	2C	G4P4B	ZYRTEC ALLERGY MEDICINE	63
3	69	G3P4B	PEPPERIDGE FARM COOKIES	59
3	54	1S4	SPRINT WIRELESS SERVICE	59
5	23	1P4B	CW NETWORK/TOP MODEL PROMOTION	53
6	4	1S4B	CHAPS SPORTSWEAR FOR MEN	52
7	3C	1P4	SOUTH BEACH DIET BARS	51
7	94	1P4B	VERIZON WIRELESS SERVICE	51
9	52	1/3&P4B	DIET COKE	49
9	38	1S4B	FRITO LAY SNACKS	49
9	48	1P4B	NABISCO RITZ TOASTED CHIPS	49
9	85	1P4	RAGU SPAGHETTI SAUCE	49
Average Associated Score for this Issue:				44

Top 10 Ranked 'Associated' Creative

#1



#2



#3



#3



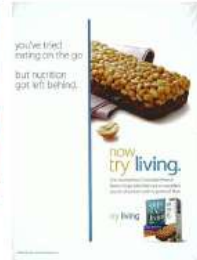
#5



#6



#7



#7



#9



#9



#9



#9

