



AMERICAN RESEARCH BUREAU

Incorporated

234 South Garfield Avenue Monterey Park, Calif.

Cumberland: 3-3149

Mr. Lisle Sheldon
Lisle Sheldon Advertising Agency
1753 N. Western Ave.
Hollywood 27, Calif.

April 22, 1954

Dear Lisle:

In accordance with our telephone conversation the other day I have prepared the following outline of a survey to indicate the relative "impact" of Dr. Keller Breland's trained rabbit commercial for Coast Federal Savings. Relative, that is, to the "impact" of similar type television commercials.

1. 500 television owners would be questioned by telephone by trained ARB interviewers. The proposed questions are these:

- a) Which of these products or firms do you recall having seen advertised on television within the last month?

(Interviewer reads list of five or six commercials)

- b) What one thing about this advertisement do you remember most clearly?

- c) Which of these terms best describes your reaction to the advertisement:

Liked it
Did not like it
No opinion

2. Several well-known television advertisements would be included with Coast Federal in the list under question a). As a result of the response to question b) a "character identification index" would be developed for each of the well-known advertisements. This would be based on the percent of persons recalling the advertisement who correctly identified the main character or theme involved.

Lisle Sheldon

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2. (continued)

Theoretically, this would give us an indication of the "impact" of the rabbit compared to other characters in television advertisements. I suggest that we use well-known advertisements for comparison purposes in order to provide a more dramatic illustration.

A similar index would be prepared for question c).

In my opinion the survey results would be simple to present and easy for advertising people to understand because a lot of percentages will not be involved.

The survey as outlined above would cost \$300.00 and require approximately two weeks to complete. The price could be reduced to \$150.00 if the survey can be timed to run in conjunction with ARB's regular monthly survey in Los Angeles and the sample size reduced to 400. The same questions would be used, however. The deadline for the May survey is May 6, and for the June survey is June 3.

The project sounds very interesting to me Lisle and I look forward to the opportunity to work with you and Dr. Breland. Please let me hear from you.

With best regards,

Roger

Roger Cooper
Western Division Manager