

## About the On Target Study

### Introduction

This On Target study was sponsored by *Genetic Engineering & Biotechnology News* and was conducted by Readex Research, an independent research firm. Since 1947, Readex has conducted thousands of survey research projects for publishers, advertisers, and their agencies.

Selected advertisements in the March 1, 2010 issue of *Genetic Engineering & Biotechnology News* were studied. Both quantitative and qualitative feedback was obtained from readers.

Readers were asked to give feedback on whether or not each ad was effective in key areas of advertising: visual appeal, ease of reading, amount of information, and clear communication of benefits. Readers also rated the ads for overall effectiveness.

Readers also provided a comment on what they felt the ad could do differently to better communicate with them.

By analyzing readers' interactions with their own ads, and comparing their performance with other studied ads, advertisers can discover ways to communicate more effectively with *Genetic Engineering & Biotechnology News* readers, thus enhancing the return on their advertising investment.

### Using the Results

Use this reader feedback to gauge relative performance of one ad to another. By comparing their scores with results for other studied ads—both higher- and lower-scoring—advertisers can discover how to communicate their messages more effectively to the readers of *Genetic Engineering & Biotechnology News*.

These results should not be considered projectable to the entire circulation of *Genetic Engineering & Biotechnology News*. However, they do represent its active, involved readers — those who spend time with the publication, and are willing to provide feedback to its editors and advertisers.

### Method

The sample for this online survey was systematically selected from the domestic and international qualified circulations of *Genetic Engineering & Biotechnology News*. All materials were produced, addressed, and sent by Readex.

Survey invitations were timed to reach sample members at mid-interval between issues of the publication. A series of up to three e-mailings were used to invite and remind readers to participate. Invitations included a clickable link to the survey site plus opt-out possibilities. As an incentive to participate, those who completed the survey were entered in a drawing for a free three month subscription to a Mary Ann Liebert, Inc. online journal.

Results are based on 100 responses. The response was tabulated and this report was prepared by Readex in accordance with accepted research practice.

## On Target Questionnaire

Advertiser: Readex Research  
Page: 5

1 Is this ad...

	YES	NO
visually appealing?	<input type="radio"/>	<input type="radio"/>
easy to read?	<input type="radio"/>	<input type="radio"/>
offering enough information?	<input type="radio"/>	<input type="radio"/>
clearly communicating the product's/ service's benefit?	<input type="radio"/>	<input type="radio"/>

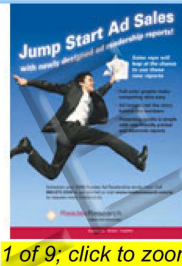
2 How do you rate the overall effectiveness of this ad?

very effective	5	4	3	2	1	not very effective
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

3 What do you feel this ad could do differently to better communicate with you?

next >

Sample Publication - Issue ©2008 Readex Research



### Information Collected

Selected advertisements in the March 1, 2010 issue of *Genetic Engineering & Biotechnology News* were studied. Readers reported the effectiveness of an ad in the following fashion:

- 1 Readers evaluated each ad by answering “yes” or “no” to the following questions:  
*Is this ad...*
  - visually appealing
  - easy to read
  - offering enough information
  - clearly communicating benefits
- 2 Readers rated the overall effectiveness of each ad using a scale of 5 (very effective) to 1 (not very effective).
- 3 Readers provided a comment on what they thought the ad could do differently to better communicate with them.

### On Target Scores are Reported Using Indexing

For each question, the average score across all ads studied in this issue is calculated, and set to a value of 100. Results for each ad are presented as an *indexed score*, relative to the average, to allow for easy comparisons:

- a score greater than 100 represents above average performance
- a score less than 100 represents below average performance
- a score of 100 represents exactly average performance

Indexing also shows the magnitude of difference between a given ad and the issue average. For example, a score of 110 indicates the ad performed 10% better than the issue average ( $110 - 100 = 10$ ); a score of 85 indicates the ad performed 15% below the average ( $85 - 100 = -15$ ).

## Using the Diagnostic Results

Sample Publication, Issue  
Step 1: Establishing Context

**PRODUCT/SERVICE CATEGORY**

Visually Appealing	Easy to Read	Offering Enough Information	Clearly Communicates Benefits	Advertiser	Page	Size/Color
100	100	100	100	Issue Average (49 ads)		
106	99	103	103	Product/Service Category Average (39 ads total)		
113	99	114	122	AarhusKarisham USA Inc.	81	1/2 page, 4 color
139	116	96	108	American Egg Board	15	1 page, 4 color
122	115	119	123	ButterBuds	7	1 page, 4 color
113	118	116	120	Cargill Health & Nutrition	96	1 page, 4 color
84	92	82	74	Cargill, Inc.	39	1 page, 4 color
131	93	115	114	Cognis Health & Nutrition	99	1 page, 4 color
93	83	92	92	Commercial Creamery Company	1	1 page, 4 color
79	104	115	111	Enzyme Development Corporation	85	1/2 page, 4 color
111	110	100	96	Gold Coast Ingredients, Inc.	21	1 page, 4 color
134	99	105	110	Grain Processing Corporation	5	1 page, 4 color
56	82	104	108	InterHealth Nutraceuticals	70	1 page, 4 color
111	55	95	99	Kraft Food Ingredients	68-69	2 page, 4 color
79	106	104	108	Leprino Foods	10	1 page, 4 color
97	104	104	99	National Starch Food Innovation	33	1 page, 4 color
110	119	77	98	P&G Food Ingredients	41	1 page, 4 color
121	106	101	90	SaltWorks (Fusion)	31	1 page, 4 color
107	100	115	112	SaltWorks (Why haven't you switched?)	27	1 page, 4 color
104	111	114	116	Watson Foods Company, Inc.	101	1 page, 4 color

ReadexResearch 9  
www.readex.com

### Step 1: Establishing Context

On the next page you'll find the scores for all the ads in your product/service category — except for your ad.

Your scores have been omitted because it's important that you look at the techniques used by the high- and low-scoring ads in your competitive set.

If this report didn't break out advertisements by product/service, then all ads studied except yours will be listed.

Comet Corporation  
Step 2: Reviewing Your Results

**PRODUCT/SERVICE CATEGORY**

Visually Appealing	Easy to Read	Offering Enough Information	Clearly Communicates Benefits	Advertiser	Page	Size/Color
100	100	100	100	Issue Average (49 ads)		
106	99	103	103	Product/Service Category Average (39 ads total)		
113	99	114	122	AarhusKarisham USA Inc.	81	1/2 page, 4 color
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131	93	115	114	Cognis Health & Nutrition	99	1 page, 4 color
93	83	92	92	Commercial Creamery Company	1	1 page, 4 color
121	122	88	108	Comet Corporation	2	1 page, 4 color
79	104	115	111	Enzyme Development Corporation	85	1/2 page, 4 color
111	110	100	96	Gold Coast Ingredients, Inc.	21	1 page, 4 color
134	99	105	110	Grain Processing Corporation	5	1 page, 4 color
56	82	104	108	InterHealth Nutraceuticals	70	1 page, 4 color
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104	111	114	116	Watson Foods Company, Inc.	101	1 page, 4 color

10 On Target® Advertiser Report

### Step 2: Reviewing Your Results

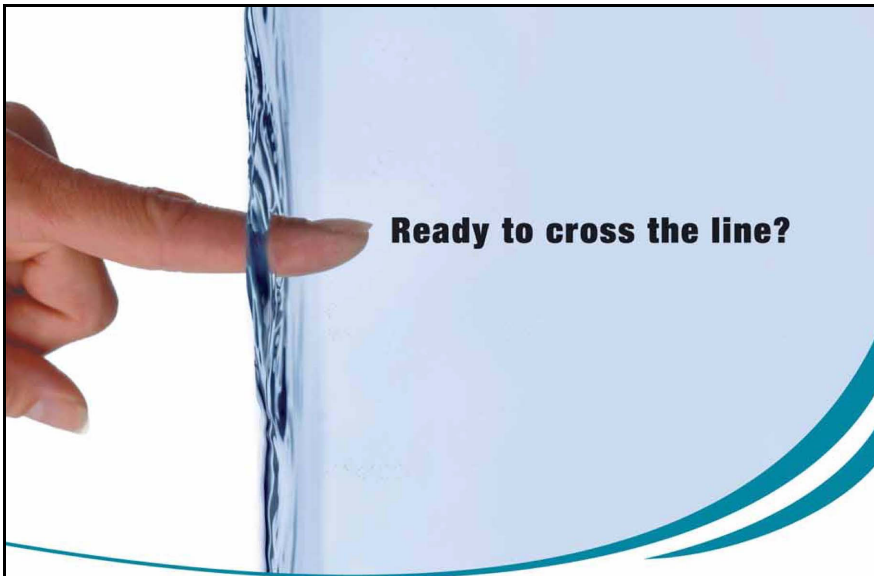
After you've determined the techniques that work well and don't work well with readers of *Genetic Engineering & Biotechnology News*, you probably have some idea of how your ad scored.

Turn the page and you'll find your results highlighted. If you didn't do as well as you hoped relative to the other ads in your product/service category, go back and take another look at the techniques used in the higher scoring ads.

Step 2: Reviewing Your Results

## Drug Discovery Services

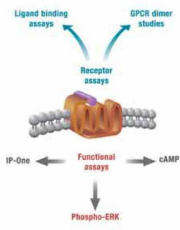
Visually Appealing	Easy to Read	Offering Enough Information	Clearly Communicates Benefits	Advertiser	Page	Size/Color
100	100	100	100	<i>Issue Average (32 ads)</i>		
107	103	111	107	<i>Product/Service Category Average (5 ads)</i>		
83	71	119	107	Accuri Cytometers	8	1 page, 4 color
107	109	129	119	Biosearch	27	1 tab, 4 color
125	109	106	105	Cisbio	25	1 tab, 4 color
105	109	85	89	Hybrigenics	51	1 page, 2 color
114	118	115	117	Invitrogen - Part of Life Technologies	11	1 tab, 4 color



**Ready to cross the line?**

**Tag-lite®**


Reach for the only multi-mode cellular platform that addresses the whole GPCR signaling network.



Tag-lite® GPCR cell lines are streamlined for:

- GPCR binding fluorescence assays
- GPCR dimerization
- Functional assays:
  - Second messenger assays with HTRF® cAMP and IP-One kits
  - Phospho-ERK with Cellul'erk HTRF®

Tag-lite® is a new concept for investigating cell surface receptors. It combines HTRF® with SNAP-tag™ technology, an original way to accurately label a protein of interest on a targeted site with fluorescent dye. The same Tag-lite® cell-line addresses a wide range of applications, such as mechanistics and receptor dimerization, ligand binding assays, second messenger assessment, and much more...



Find out more about our solutions on [www.htrf.com](http://www.htrf.com) or contact your nearest representative:  
 North America: 1.888.963.4567 - Europe: +33.466.796.705 - Japan: +81.3.5510.2932  
HTRF® and Tag-IT® are trademarks of Cisbio. SNAP-tag™ is a trademark of New England Biolabs. Lumo® is a trademark of Lumiprint, Inc. ©2010 Cisbio International. All rights reserved.

**Advertiser:** Cisbio

**Page:** 25

**Product/Service**  
**Category:** Drug Discovery Services

**Size/Color**  
**Category:** 1 tab, 4 color

## Overall Effectiveness Ratings by Product/Service Category

## Drug Discovery Services

Advertiser	Page	Size/Color	Percentage of Rating Distribution					Average Rating	Indexed Rating
Issue Average (32 ads)			5	14	29	33	20	3.5	100
Product/Service Category Average (5 ads)			3	12	29	36	21	3.6	104
Accuri Cytometers	8	1 page, 4 color	5	15	42	24	15	3.3	94
Biosearch	27	1 tab, 4 color	8	29	45	18		3.7	107
Cisbio	25	1 tab, 4 color	10	21	41	26		3.8	108
Hybrigenics	51	1 page, 2 color	3	22	23	34	17	3.4	97
Invitrogen - Part of Life Technologies	11	1 tab, 4 color	3	28	38	29		3.9	111

## Filtration Systems

Advertiser	Page	Size/Color	Percentage of Rating Distribution					Average Rating	Indexed Rating
Issue Average (32 ads)			5	14	29	33	20	3.5	100
Product/Service Category Average (2 ads)			12	38	34	14		3.5	99
Pall Life Sciences-Biopharmaceuticals	41	1 page, 4 color	11	39	37	11		3.4	98
Sartorius Stedim Biotech GmbH	39	1 tab, 4 color	13	37	30	18		3.5	100

Legend: not very effective  very effective

Rating distributions may not equal 100 due to rounding. Indexed ratings are based on unrounded figures. Turn to page 3 for an explanation of indexing.

**Reader Verbatim Comments**

**What could this ad do differently to better communicate with you?**

These comments are grouped by the reader's Overall Effectiveness Rating. Use them to get a better idea of the needs of this target market. Pay close attention to the comments from readers who gave the ad a low rating, since you have the best opportunity to increase effectiveness in their eyes. On the other hand, readers that gave the ad a high rating already feel the ad is effective; there's little opportunity for improvement in their eyes.

Reader's Overall Effectiveness Rating						
not very effective	1	2	3	4	5	very effective

"Cute!"

"I don't really think of a finger going through water as crossing a line."

"Too wordy."

"Very good."

Reader's Overall Effectiveness Rating						
not very effective	1	2	3	4	5	very effective

"I'm not the target audience, but I think this would make me want to learn more."

"Tell me what line I'm crossing?"

"This would be a great ad if the picture was a little smaller and all the text was a little bigger."

"Nothing."

Reader's Overall Effectiveness Rating						
not very effective	1	2	3	4	5	very effective

"Part of the text needs bigger fonts."

"What's the connection between the advertised products and the tagline 'Ready to cross the line?'"

Reader's Overall Effectiveness Rating						
not very effective	1	2	3	4	5	very effective

"Thank goodness, hopefully this is the last one of this irrelevant and soon to be ignored anyway survey."