

Evaluation Form 1 (Argument/Story Effectiveness)

Please circle the number that best represents your feelings toward the marketing communication you have been asked to evaluate. Thank you for your help.

Scale: 1 = not at all to 5 = definitely

Item A

1.	1 2 3 4 5	I found it compelling.
2.	1 2 3 4 5	I found it very convincing.
3.	1 2 3 4 5	It held my attention.
4.	1 2 3 4 5	I agreed with the main points completely.
5.	1 2 3 4 5	I felt that it described a situation that could easily apply to me/my business.
6.	1 2 3 4 5	I could think of no reasons to avoid this product/service
7.	1 2 3 4 5	I liked the ad/marketing communication.
8.	1 2 3 4 5	I did not feel like arguing with the writer/speaker.
9.	1 2 3 4 5	It was definitely true to life.
10.	1 2 3 4 5	It made good sense to me.
11.	1 2 3 4 5	I could relate easily to the feelings in it.
12.	1 2 3 4 5	It is important.