

Evaluation Form 2 (Emotional/Rational Involvement)

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 myself caught up emotionally in it.
#2.	1 2 3 4 5	I was interested in the information it contained.
#3.	1 2 3 4 5	I got a definite sense of the feelings it is trying to communicate.
#4.	1 2 3 4 5	I could follow the logic of the argument easily.
#5.	1 2 3 4 5	It has a definite emotional appeal.
#6.	1 2 3 4 5	I thought it was well researched.
#7.	1 2 3 4 5	It captures my own feelings quite well.
#8.	1 2 3 4 5	It is a good source of useful ideas.