**Comparative Advertising and Promotions ICE**

A consultant tells a consumer product company that both comparative advertising (CA) and sales promotion (SP) are useful in enhancing sales and in fact, work better when used in tandem with one another. The company is not convinced. So they carry out a small experiment. In a little less than 60 cities that they sell their products in, they systematically vary CA and SP in the following fashion. In 15 cities, they have neither SP nor CA, in the next 15, they have SP but no CA, in the next 15, they have CA but no SP and finally in the last 15, they have both SP and CA. One city’s data are ignored due to measurement issues. The data are present in the file “compad promo data anova.sav”. Analyse the data in the file and advise the company what to do.