**Comparative Advertising ICE**

Recently, there has been a huge upsurge in comparative advertising where a brand compares itself with another or sometimes a few others. Advertisers are still unsure about using comparative advertising. Specifically, the confusion arises because they do not know whether to

1. Use direct or indirect ads. **Comparison ad format** can be either direct (explicitly naming a competitor) or indirect (implicitly referring to a competitor without naming one).
2. Target one brand (typically the market leader) or multiple brands. In other words, what should be the **comparison strategy**?

One way of gauging an ad’s effectiveness is by checking its **perceived manipulative intent**. Lower this is, better is the ad. Data collected on all these is available in the file “comp ad covariate data.sav”. Now, using data analysis through SPSS, answer the following questions:

**Part A:**

1. What is the DV? The IVs?
2. What would your advice to an advertiser be? Please use the results, common sense and knowledge of industry conditions/realities to give this advice. (Ignore the last column, usercomp).

**Part B:**

What is a likely alternative explanation for the results you obtained? How can you statistically rule out this alternative explanation?