

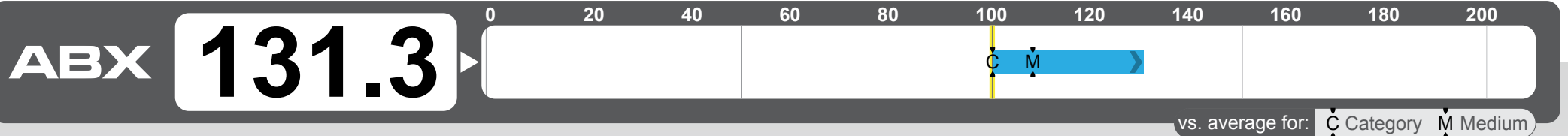


Kroger

“ALRIGHT COME ON EVERYBODY IT'S ” (30s)

Medium
Television

First run:
2015-02-04



Summary Report Date: 2015-06-09 20:41 GMT

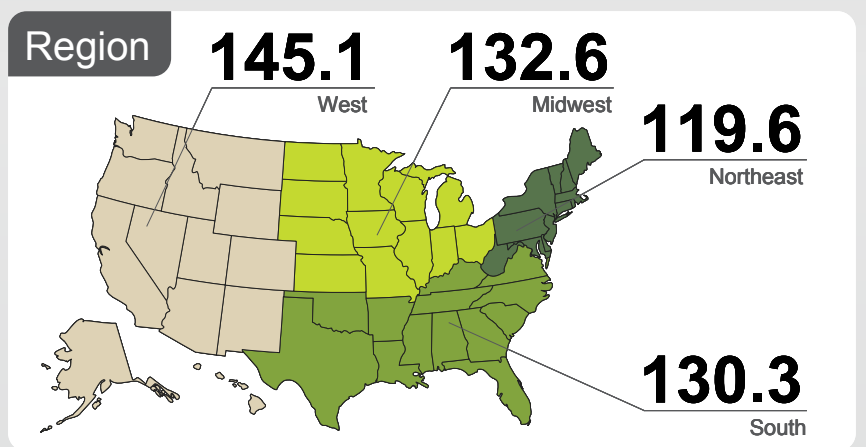
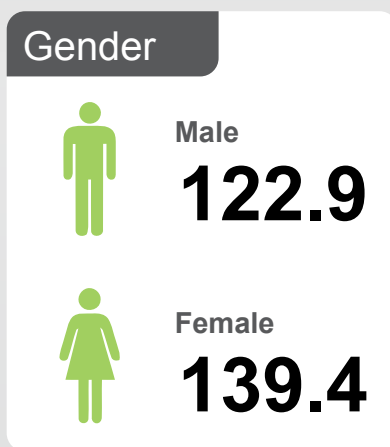
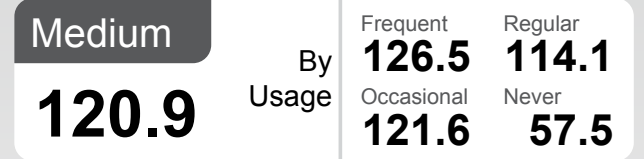
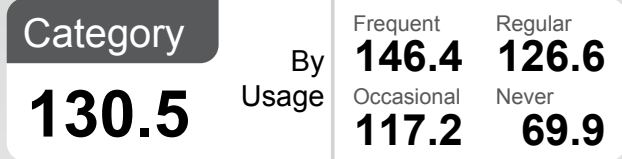
Top Category:
Retailers

Category:
Retail

Sub-Category:
Supermarkets

Product:
Kroger

Description:
Male 1 v/o: Getting more for your money is simpler than you might think. When you shop at Kroger, you get low prices



Response

	Raw	Index	0	20	40	60	80	100	120	140	160	180	200
Awareness:	98%	116.2											
Message: (delivery)	86%	137.6											
Clear:	86%	129.6											
Understood:	91%	124.9											
Reputation:	42%	201.6											
Relevance:	66%	128.4											
Likeability:													
See Again:	57%	126.4											
Like:	52%	151.8											
Dislike:	3%	35.7											
Call to Action:													
Contact:	5%	155.5											
Web:	18%	113.4											
Look For:	25%	130.8											
Purchase:	23%	135.8											
Recommend:	14%	124.1											
Talk:	15%	112.3											
None:	46%	85.0											
Any:	54%	118.0											