

## AdPrin Audit Report: Sample Format

Name of Ads \_\_\_\_\_ Date \_\_\_\_\_  
Report written by: \_\_\_\_\_

We used xxx people\* to independently rate the ads by assessing the extent to which each ad properly used the advertising principles. The AdPrin Audit (<http://adprin.com>) dated xx-xx-xxxx was used. In addition, we did copy testing of the ads, using a small convenience sample; some subjects, randomly assigned, received Ad A while others received Ad B. The following table shows a side-by-side comparison of our results.

<b>Name of Ad</b>	<b>Armstrong's Index**</b>	<b>Range of ratings***</b>	<b>Copy Testing % Intent-to-buy (n=xx)</b>
(give descriptive names) Ad A: (xxxxx)			
Ad B: (xxxxx)			

If your intent is to simply pick the best ad, the above results favor the xxxxx ad. Remember that this is not an exact science, so you may want to spread your risk and use both ads in a campaign, especially when the differences are small and the raters are in disagreement.

If your intent is to improve the ads, we make suggestions for each ad. A complete set of recommendations can be found on the attached appendices, along with a table showing the strengths, which you might wish to retain.

The primary changes for the each ad are listed in order of importance:

Ad A: (XXXX)

Ad B: (XXXX)

A complete set of recommendations is provided in the attached appendices.

\* We certify the following people made independent ratings of each of these ads.

\*\* The consensus ratings were based on averages with a reconciliation of principles that differed substantially

\*\*\* The range of ratings was based on the raters with the lowest and highest scores.

We used the Adprin Audit to improve the higher-rated ad. The following Adprin Audit shows the before and after scores for all of the areas in the relevant categories (e.g., message), along with subtotals for the strategy and tactics. The strategy and tactics scores are weighted equally.

The next pages show the ads that we prepared, along with cutouts to show the improvements.

When the scores for Ad A and Ad B are relatively close, we do this analysis for both ads.

Before/after scores for improvements in the ads. Version 1 "Minor changes" keeps strategy of the current ad, and makes minor improvements. Version 2 "Major changes" considers changes in the strategy.

Use the summary for the executive report generated from the AdPrin Audits for the Original ad, Minor revisions, and Major changes