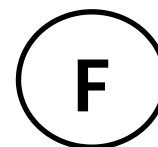
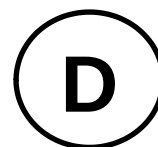
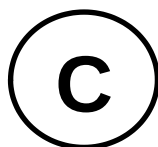
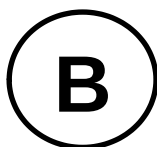
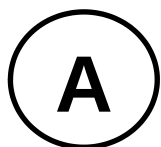


**1** What is the main idea—that is, what is the most important thing the creative concept is trying to tell you?

**2** Grade the creative concept.  
(MARK ONLY ONE RESPONSE)



**3** How much do you agree or disagree with the following statements?  
(CHECK ONLY ONE RESPONSE FOR EACH ITEM)

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
This creative concept is worth remembering.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This creative concept is informative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This creative concept is meaningful to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This creative concept is convincing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This creative concept motivates me to reduce my drinking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>