

CREATIVE CONCEPT SURVEY

Instructions: For each statement, fill in the one bubble that best represents your level of agreement or disagreement. Please fill in your selected responses like this: ○ ○ ● ○ ○ ○

Concept: _____	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
1 This ad is worth remembering.	○	○	○	○	○
2 This ad grabbed my attention.	○	○	○	○	○
3 This ad is powerful.	○	○	○	○	○
4 This ad is informative.	○	○	○	○	○
5 This ad is meaningful.	○	○	○	○	○
6 This ad is convincing.	○	○	○	○	○

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6 This ad is convincing.	○	○	○	○	○

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4 This ad is informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 This ad is meaningful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 9 minutes per response to complete the Creative Concepts Survey (the time estimated to read, review, and complete). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRASStaff@fda.hhs.gov.