

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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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.