

## **RESEARCH CONDUCTED BY DR. BRUCE D. MERRILL Ph.D.**

After the initial patent was filed and various publications wrote articles about the Ad In The Hole product, the Walter Cronkite Media Research Department requested that they be allowed to do a market evaluation of the Ad In The Hole product. The experiment was designed and written by Dr. Bruce D. Merrill, a professor of Mass Communications and Journalism and the Director of the Walter Cronkite Media Research Department at Arizona State University. Dr. Merrill holds a B.S. in Mathematics, an M.S. in Political Science and Ph.D. in Political Behavior from the Institute for Social Research at the University of Michigan in Ann Arbor. Dr. Merrill has performed marketing research for clients throughout the United States and several foreign countries and is a known expert in survey research and applied research.

The three areas of evaluation were:

1. Name/Brand Awareness
2. Ad Recall
3. Bothersome to golfers

They requested that the evaluation be performed at an above average golf course and somewhere in Southern California to get the 'real golfers' purist attitudes.

The two-day project had the golfers divided into three different groups:

- Group 1. Was asked to name three beers before teeing off.
- Group 2. Was asked to name three beers before teeing off and three beers after completing their round and were the ads bothersome.
- Group 3. Control group was asked before teeing off to provide their name and telephone numbers and advised that within 10 days they were going to be contacted and asked several questions about the course. The questions asked via the telephone were, did you notice any different forms of promotional messages and were they bothersome?

## METHODOLOGY

Dr. Merrill concluded the report and the following evaluations were made.

The information in this report is designed to test the effectiveness of Ad In The Hole advertising. The experiment took place at San Luis Rey Downs Country Club, California and the experimental design divided all golfers teeing off the first hole into three groups on a rotating basis. Individuals in the first group were asked to name three beers and several demographic questions before leaving the first tee. After completing their round, the same individuals were again asked to name three beers, were asked if they noticed advertising in the bottom of the holes, who the advertising was for and if the ads bothered them while they were playing golf.

The second group was asked to name three beers and the same demographic information asked of people in the first group. People in this group were not questioned after they completed their round. Instead, their names and telephone numbers were taken so that they could be called after a ten-day delay. The reason for the delay was to compare the immediate advertising recall (those interviewed on the same day) with those interviewed ten days later (delayed advertising recall). The third group will constitute a "control" group to ensure that the respondents did not "figure the experiment out" and answered the questions accordingly. Sixty-two (62) golfers were asked the questions both before and after they played. Sixty-three (63) were interviewed only before they played and there were fifty-three (53) players in the control group.

Since the data in this report is based on all the golfers in the study, inferential statistics are not appropriate and the differences shown in the analysis are considered to be "real," that is, confidence intervals or tests of significance are not required to determine that the differences reported could have occurred by chance alone.

The report shows that before people played golf not one single individual mentioned Beck's Beer as their first choice when asked to name three beers. Two percent (2%) of all the mentions were Beck's. After playing 18 holes and being exposed to the Ad In The Hole campaign;

- **25%** of all golfers mentioned Beck's **first**, when asked to mention the names of three beers.
- **92%** of golfers **did confirm** seeing an advertisement in the bottom of the holes when they were playing golf.
- **91% recalled** it was Beck's being advertised in the bottom of the golf holes.

When asked, which of these statements comes closest to your own – the advertising in the bottom of the holes: did not bother me or distract me, was bothersome to me, or was very bothersome to me?

- 94% said it was not bothersome at all.
- 5% said it was a little bothersome.
- 1% said it was bothersome.