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Date: February 4, 2009

VISTA RESULTS SUMMARY

Women's Day – February 1, 2009

The “Peel Back the Truth” half page spread ad featuring red potatoes was positioned on the bottom half of pages 62 and 63. On the previous page, the Potato Board also had a ½ page bonus promotional ad (added value worth approximately \$40K). Both ran in the Health section which featured a series of articles with reference to alternative medicine, portion control and current dieting tips. Specifically, the *Red Peel Back* ad and ½ page bonus ad ran below the article entitled “Break Those Rules to Lose!”

VISTA Print Effectiveness Rating survey measures reader involvement, advertising effectiveness and editorial readership. A total of 206 respondents were surveyed to determine the effectiveness of 53 advertisements and the editorial readership of 5 articles appearing in the issue.

Overall Performance

- **Total Recall:** 65% of readers recall seeing the specific advertisement. (Issue average 59%)
- **Brand Association:** 71% of readers recall seeing the specific ad and reported they were aware of the sponsoring advertiser upon viewing it. (Issue average 85%)
- **Actions Taken:** 70% of readers recall seeing the specific ad, reported they took action, or plan to take one of the listed actions as a direct result of viewing it. (Issue average 56%)

Total Recall

The *Red Peel Back* ad's total recall was above the issue norm (65% vs. 59%). The ad was tested against 53 other ads, varying from half-pages to multi-page units.

Recall within Product Category

Of the 2 dairy/produce/meats advertisers who advertised in the February 1, 2009 issue, the Potato Board outscored Egg-Land's Best Eggs ad on both Total Recall and Actions Taken.

Actions Taken

Of 53 ads in the issue, the Potato Board's *Red Peel Back* ad was ranked 11th for actions taken. It scored higher than the issue norm (56%) with 70% taking or planning to take action because of viewing the ad. The highest scoring actions from the Potato Board's ad were “consider purchasing the product” (19%) and “purchase the product” (29%).

Editorial Readership

The *Red Peel Back* ad was placed in the Health section below the article “Break Those Rules to Lose!” A large majority (62%) of respondents read the “Break Those Rules to Lose” article with 77% reading more than half of the article. The Health section has several articles pertaining to alternative medicine, healthy eating and general health inquiries. Within this section, potatoes were specifically referenced in the “Perfect Portion” article about healthy eating and serving sizes of your favorite foods. As noted above, as part of the added value merchandising program, the Potato Board ran a ½ page in-book promotion on page 61 driving readers to www.MomsDinnerHelper.com.

Additional Information on Top 10 Ads (ranked by any action taken)

Ad	More Favorable Opinion	Consider Purchasing Product	Purchase Product	ANY ACTION	Ad Size	Page
Campbell's Select Harvest Light Soup	11%	42%	33%	85%	Full page	71
Gold Bond Ultimate	14%	50%	12%	83%	Full page	33
Hostess 100 Calorie Packs	9%	51%	23%	82%	Full page	103
Palmolive Pure + Clear	18%	50%	18%	82%	Full page	7
Crisco Puritan Canola Oil with Omega-3 DHA	8%	43%	18%	80%	Full page	97
Campbell's Cream of Mushroom Soup	10%	30%	33%	75%	Full page	125
Classico Pasta Sauce	13%	33%	22%	73%	Full page	101
Freschetta, Red Baron & Tony's Pizza	10%	44%	21%	73%	Full page + 1/3 sidebar	4-5
Pam	8%	20%	43%	72%	½ page spread	120-121
Clorox Disinfecting Products	9%	23%	36%	71%	Full page	87
Potatoes	14%	19%	29%	70%	½ page spread + ½ page bonus	61-63

Top 5 ranked on 'actual purchase' reported