APPENDIX

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# APPENDIX

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QUESTIONNAIRE

“Advertising and Consumer Reaction to Toothpaste Advertising”.

A) CONSUMER PROFILE:

NAME: __________________________________________
ADDRESS: ______________________________________

(Please Tick wherever applicable)

AGE:     a) Below 20 years  b) Between 20 & 30 years
          c) Between 30 & 40 years  d) Between 40 & 60 years
          e) 60 years and above

SEX:     a) male  b) female

OCCUPATION: a) student  b) teacher  c) profession
             d) Housewife  e) service

EDUCATIONAL QUALIFICATION: a) S.S.C  b) Higher Secondary Pass
                            c) graduate  d) post graduates  e) professionals

FAMILY SIZE:

 a) Bachelor/spinster
 b) Married with no children
 c) Married with child below 10 years
 d) Married with children below 20 years
 e) Elderly married couples

INCOME OF FAMILY PER MONTH (in Rs)

 a) Below Rs 4000  b) Rs 4000-8000
 c) Rs 8000-12000  d) Rs 12000-20,000  e) Above 20,000
B) SPECIFIC INFORMATION

1. WHICH IS THE MOST APPEALING MEDIA;
   a) TV ☐ b) Radio ☐ c) Magazines ☐ d) Newspaper ☐
   e) Cinema/films ☐

2. DO YOU SEE, READ, OR HEAR ADVERTISEMENT OF TOOTH PASTE:
   a) Yes ☐ b) no ☐

3. IN WHICH MEDIA DO YOU SEE, READ, OR HEAR ADVERTISEMENT OF TOOTH PASTE:
   a) TV ☐ b) Radio ☐ c) Magazines ☐ d) Newspaper ☐
   e) Cinema/films ☐

4. WHICH BRAND OF TOOTH PASTE DO YOU USE:
   a) Colgate ☐ b) Close up ☐ c) Promise ☐ d) Babool ☐
   e) Pepsodent ☐

5. WHY DO YOU USE A PARTICULAR BRAND OF TOOTH PASTE:
   a) Cheap price ☐ b) Doctors advice ☐ c) Sales promotion ☐
   d) Advertisement ☐ e) Habit ☐

6. WHY DO YOU USE TOOTH PASTE:
   a) To keep teeth shining ☐ b) to avoid bad smell ☐
   c) To avoid tooth decay ☐ d) advice of doctor ☐

7. WHICH TOOTH PASTE ADVERTISEMENT DO YOU PREFER:
   a) Colgate ☐ b) Close up ☐ c) Promise ☐ d) Babool ☐
   e) Pepsodent ☐

8. DO ADVERTISEMENTS HELPS YOU IN RECALLING AND RECOGNISING THE BRAND NAME AND MESSAGE AT THE TIME OF PURCHASE:
   a) Yes ☐
   b) No ☐
   c) Sometimes ☐
Top Indian Advertising Agencies

1. Akshara Advertising
   302-303-310 Meghdoot, 94 Nehru Place, New Delhi - 110 019
   Tel: (0091 11) 641 6253, 641 6258, 640 4264-66 Fax: (0091 11) 648 1655
   E-mail: aksharaadv@eth.net, akshara-adv@yahoo.com

2. Ambience D'arcy
   Ambience Advertising pvt. Ltd, Neelam Centre, 'A' wing, S K Ahire Marg, Worli,
   Mumbai - 400 025
   Tel: (0091 22) 496 2898, 494 4640, 492 3925, 494 8696 Fax: (0091 22) 493 7847, 493
   E-mail: akurien@ambicedarcy.com

3. Chaitra Leo Burnett Pvt Ltd
   9/11 NS Patkar Marg, AB Godrej Chowk, Mumbai - 400 036
   Tel: (0091 22) 380 7070 Fax: (0091 22) 380 4542
   E-mail: clb@vsnl.com

4. Contract Advertising (India) Ltd
   Vaswani Chambers, 264, Dr.A B Road, Worli Mumbai 400 025
   Tel: (0091 22) 4306041, 4306042 Fax: (0091 22) 4303808/7890
   E-mail: colvynharris@contractadvertising.com, cailho@giiasm01.vsnl.net.in

5. Crayons Advertising and Marketing Pvt Ltd
   B-23, Greater Kailash-I, New Delhi - 110 048
   Tel: (0091 11) 621 2347
   Fax: (0091 11) 647 4765
   E-mail: del@crayonad.com
   URL: www.crayonad.com
6. Creative Advertising
143, M G Road, 2nd floor, Sasson Building, Kalaghoda, Mumbai - 400 001
Tel: (0091 22) 267 1763, 267 1991 Fax: (0091 22) 267 0860
E-mail: cupl@vsnl.com, www.creativeunit.com

7. Enterprise Nexus Communications Pvt. Ltd
367 Sane Guruji Marg, Agripada, Mumbai - 400 011
Tel: (0091 22) 300 1112 Fax: (0091 22) 300 1017
E-mail: manager@loweindia.com

8. Euro RSCG Advertising Pvt Ltd
Brady Glady's Plaza, Unit No 5,
1st floor, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013
Tel: (0091 22) 493 7188 Fax: (0091 22) 493 7183
URL: www.eurorscgindia.com

9. Everest Integrated Communications Limited
Kitab Mahal, 192, Dr D N Road, Mumbai - 400 001
Tel: (0091 22) 207 1771-4 Fax: (0091 22) 207 4682
E-mail: everest@mumbai.eicl.net
URL: www.eicl.net

10. Equus Advertising Co Ltd
Apeejay Business Centre, Apeejay House, 15 Park Street, Calcutta.
Tel: (0091 33) 217 1136 Fax: (009 33) 217 1137
E-mail: equusads@excite.com

11. Fountainhead Communications Pvt Ltd
Aarthi Chambers, 2nd Fl, 189 Mount Rd, Chennai - 600 006, India
Tel: (0091 44) 852 6430 Fax: (0091 44) 852 4215
E-mail: fhead@vsnl.com, www.fountainheadindia.com
12. Fortune Communications Ltd
Dr Sunderlal Bahl Path (Goa Street), Ballard Estate, Mumbai - 400 038
Tel: (0091 22) 262 0227/1251/2542 Fax: (0091 22) 262 0547

13. Graphisads Pvt Ltd
219, Hans Bhavan, 1, Bahadurshah Zafar Marg, New Delhi - 110 002
Tel: (0091 11) 331 8086/7112 Fax: (0091 11) 332 3958
E-mail: graphisads@graphisads.com

14. Hindustan Thompson Associates
Lakshmi Bldg, Sir Pherozesha Mehta Rd, PO Box 541, Mumbai - 400 001, India
Tel: (0091 22) 266 0190 Fax: (0091 22) 266 0186, 269 2518
E-mail: mike.khanna@jwt.com

15. Saatchi & Saatchi Pvt Ltd
1st floor, Sitaram Mills Compound, 1st Floor, N.M.Joshi Marg, Mumbai - 400 011
Tel: (0091 22) 300 0301/3/4 Fax: (0091 22) 300 0302
E-mail: vsbbv@bom4.vsnl.net.in

16. IB&W Communications Pvt Ltd
71 Gandhi Nagar, DS Marg, off Dr E Moses Rd, Worli, Mumbai - 400 018, India
Tel: (0091 22) 494 4087-89, 492 0291-94, 496 0029-32, 497 1401-04 Fax: (0091 22) 497 1398
E-mail: ibwbom@bom4.vsnl.net.in

17. Interface Communications Limited
Haines Road Property, 81 Dr E Moses Road, Worli, Mumbai 400 018
Tel: (0091 22) 4963919 Fax: 491 4538
E-mail: Major Clients: N.A.
BRAND TAGLINE

"Vitamin floride system wala naya Close-Up."

antibacterial mouthwash + fluoride power
"Subah Babool ki to din tumhara ."
“Babool Babool Paise vasool.”

Begin a great day, the Babool way.

Babool Toothpaste
It is a natural toothpaste containing the ayurvedic and medicinal benefits of the Babul tree, ‘Acacia Arabica’. The Babul herbal extract in Babool Toothpaste helps prevent swelling & bleeding of gums, keeping gums healthy and teeth strong.

Ingredients: Acacia Arabia

Available in: 30 gms, 50 gms, 90 gms, 190 gms & 190 + 190 gms
BRAND TAGLINE
"Pepsodent, raat bhar ... dishum dishum."
BRAND TAGLINE

“Bhartiya dentists ki number one pasand.”
Enjoy a healthy, brilliant smile.
Remove tough surface stains and create a protective shield around teeth to fight germs for 12 hours.
'wake-up freshness' right through the day.

Promise Toothpaste is a unique toothpaste containing natural and time-tested clove oil. The scientifically proven antiseptic and antibacterial properties of clove oil help keep teeth strong and gums healthy.

Promise toothpaste was awarded Le Monde World Selection Gold Medals in London and Amsterdam for superiority in product quality. Promise became India's first toothpaste to receive international accreditation from the British Dental Health Foundation (BDHF).

Ingredients:
Clove

Available in SKUs
90gms & 170gms