

"IMPACT"NAME TEST RESULTS VERSUS SB OBJECTIVES

<u>SB OBJECTIVES</u>	<u>TEST RESULTS</u>	<u>MEETS/DOES NOT MEET OBJECTIVE</u>
- CONVEY:		
• SUPERIOR QUALITY.	NO READING	UNKNOWN
• MASCULINITY.	FEMALE - 59% MALE - 41%	No
- BE CONSISTENT WITH:		
• SATISFACTION.	49% (AS/MORE SATISFYING)	YES
• YOUNG ADULT.	YOUNG - 81% OLD - 19%	YES
• MODERN.	TRADITIONAL - 58% MODERN - 42%	No