Ad Copy Judgment

Micro PC Quarter 5

NORAM

Company	Ad	Brand Advertised	Costcutter	Innovator	Mercedes	Workhorse	Traveler
Cloud Computers	Cloud Prof. v.1	Cloud Prof. v.2	38	44	31	45	39
Cloud Computers	Nebula	Nebula v.2	24	56	45	38	18
SIVO	SIVO PRO	SIVO PRO	24	46	24	39	14
SIVO	SIVO RAZOR	SIVO Razor	46	33	33	57	52
DEVZA	WorkBook Pro	WorkBook Pro	25	62	41	56	20
DEVZA	Wander	Wander	36	34	36	53	62
Micro PC	PCmini Lite	PCmini Lite.	37	48	48	48	53
Micro PC	PCmini Basic	PCmini Basic.	54	44	35	65	46
Intellect Inc.	Intellect Intel	CEA 2.0	76	33	35	70	46
Intellect Inc.	Intel Bright	Beaver XI	46	40	48	61	53

EUROPE

Company	Ad	Brand Advertised	Costcutter	Innovator	Mercedes	Workhorse	Traveler
Cloud Computers	Cloud Prof. v.1	Cloud Prof. v.2	38	44	31	45	39
Cloud Computers	Nebula	Nebula v.2	24	56	45	38	18
SIVO	SIVO PRO	SIVO PRO	24	46	24	39	14
SIVO	SIVO RAZOR	SIVO Razor	46	33	33	57	52
Micro PC	PCmini Lite	PCmini Lite.	37	48	48	48	53
Micro PC	PCmini Basic	PCmini Basic.	54	44	35	65	46
Intellect Inc.	Intellect Intel	CEA 2.0	76	33	35	70	46
Intellect Inc.	Intel Bright	Beaver XI	46	40	48	61	53

Market research not bought for the following regions:

MEA
LATAM
APAC

Costcutter - Top 8
Intellect Intel (Intellect Inc.) 76
PCmini Basic (Micro PC) 54
SIVO RAZOR (SIVO) 46
Intel Bright (Intellect Inc.) 46
Cloud Prof. v.1 (Cloud Computers) 38
PCmini Lite (Micro PC) 37
Wander (DEVZA) 36
WorkBook Pro (DEVZA) 25
0 15 30 45 60 75 90

Innovator - Top 8
WorkBook Pro (DEVZA) 62
Nebula (Cloud Computers) 56
PCmini Lite (Micro PC) 48
SIVO PRO (SIVO) 46
Cloud Prof. v.1 (Cloud Computers) 44
PCmini Basic (Micro PC) 44
Intel Bright (Intellect Inc.) 40
Wander (DEVZA) 34
0 15 30 45 60 75 90

Mercedes - Top 8
PCmini Lite (Micro PC) 48
Intel Bright (Intellect Inc.) 48
Nebula (Cloud Computers) 45
WorkBook Pro (DEVZA) 41
Wander (DEVZA) 36
PCmini Basic (Micro PC) 35
Intellect Intel (Intellect Inc.) 35
SIVO RAZOR (SIVO) 33
0 15 30 45 60 75 90

Workhorse - Top 8
Intellect Intel (Intellect Inc.)
70
PCmini Basic (Micro PC)
65
Intel Bright (Intellect Inc.)
61
SIVO RAZOR (SIVO)
57
WorkBook Pro (DEVZA)
56
Wander (DEVZA)
53
PCmini Lite (Micro PC)
48
Cloud Prof. v.1 (Cloud Computers)
45
0
15
30
45
60
75
90

Traveler - Top 8
Wander (DEVZA)
62
PCmini Lite (Micro PC)
53
Intel Bright (Intellect Inc.)
53
SIVO RAZOR (SIVO)
52
PCmini Basic (Micro PC)
46
Intellect Intel (Intellect Inc.)
46
Cloud Prof. v.1 (Cloud Computers)
39
WorkBook Pro (DEVZA)
20
0
15
30
45
60
75
90