Reviewer's report

Title: Finding the keys to successful adult-targeted obesity prevention advertisements: an experimental audience testing study

Version: 1 Date: 28 March 2015

Reviewer: Margaret Allman-Farinelli

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1) Discretionary revisions

In the methods it may need to be more explicitly stated that you used random assignment (and the method) to the four ads in order to avoid sequence effects.

This examines effects when ads are shown twice - are there any studies about repeated exposures over longer periods and how these might give different results eg from smoking.

Age and gender is adjusted for in the model but it may be of interest to see if the younger group differs from older etc

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I have no competing financial interest of any kind.

I have been a co-author on two papers with author 7 (O'Hara) in 2012