

I will be glad to accept this manuscript. However, a moderate problem needs to be addressed before it goes for publication.

The captioned work deals with an interesting topic in the advertising campaign, and it deals with a reliable research design as well as instrument. The authors have also successfully responded to the reviewers' comments.

Plenty of evidence has shown that demographic factors played substantial effects in the ads' campaign. Despite that the authors have all this information, the authors did not include this in the research results. I hereby request the authors to justify this issue.

To the last, some further editing works may also be needed.

Author's Feedback:-

I adopted the reviewer's suggestions and try to include demographic factors in the research results. At the same time, I was doing some minor tweaks in the text marked red.

This study used a number of important socio-demographic characteristics to conduct mean tests for the humorous degree of Ads' campaign. The results showed the difference between the mean of married and the mean of single is significantly ($M_{\text{married}}=4.81$, $M_{\text{single}}=3.98$, $p=0.001$). It also can see that bachelor's degree report higher mean than other groups ($M_{\text{high-school}}=3.61$, $M_{\text{bachelor}}=4.54$, $M_{\text{master}}=4.50$, $p=0.054$). However, no significant differences in the humorous degree of Ads' campaign were found between male and female. There were significant differences among the mean from the four monthly income brackets ($M_{<\text{NT\$}30000}=3.37$, $M_{\text{NT\$}30000-50000}=4.46$, $M_{\text{NT\$}50000-80000}=4.79$, $M_{>\text{NT\$}100000}=5.20$, $p=0.001$). The results have shown that demographic factors played substantial effects in the ads' campaign.