

Greenwich School of Management Evaluation of Poster Campaign

May 2012



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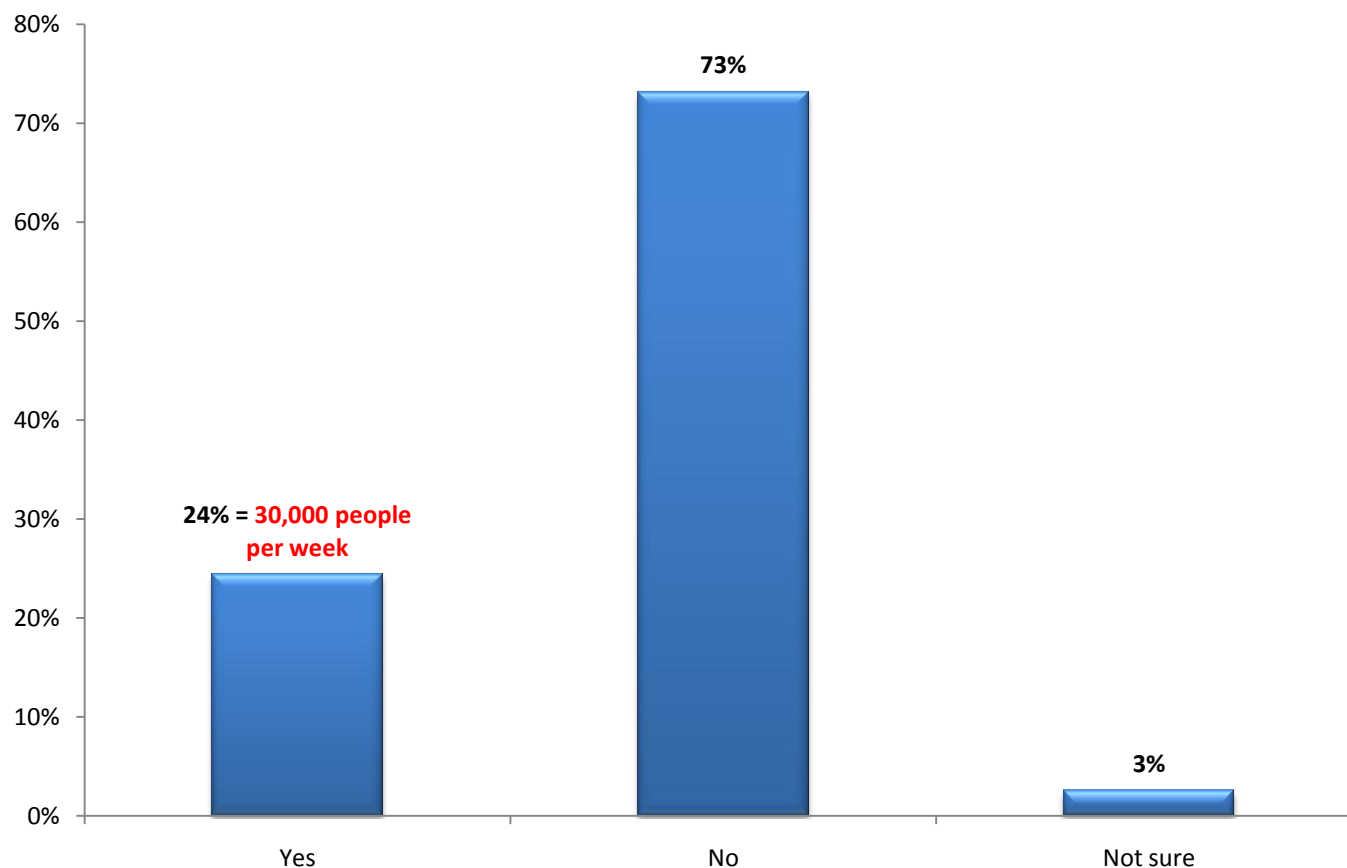
Methodology & Background



- ROI Team interviewed 161 shoppers inside Vicarage Field Shopping Centre, Barking during Thursday May 24th
- The research approach was face-to-face interviewing using a short questionnaire
- Interviewing was on a 'next available' basis , producing a harvest of 88 interviews with women and 69 with men; age profile was 96 aged under 35 and 61 over 35 - maybe reflecting shopper interest in the subject
- Posters promoting GSoM were displayed in the centre through May & June 2012, located adjacent to lift lobbies and in the area leading to washrooms
- ROI Team interviewed in areas close to the posters as well as close to exits. Awareness of posters seemed little affected by the place of interview
- We thank Vicarage Field Shopping Centre for their assistance to our interviewers during fieldwork

Unprompted awareness of posters

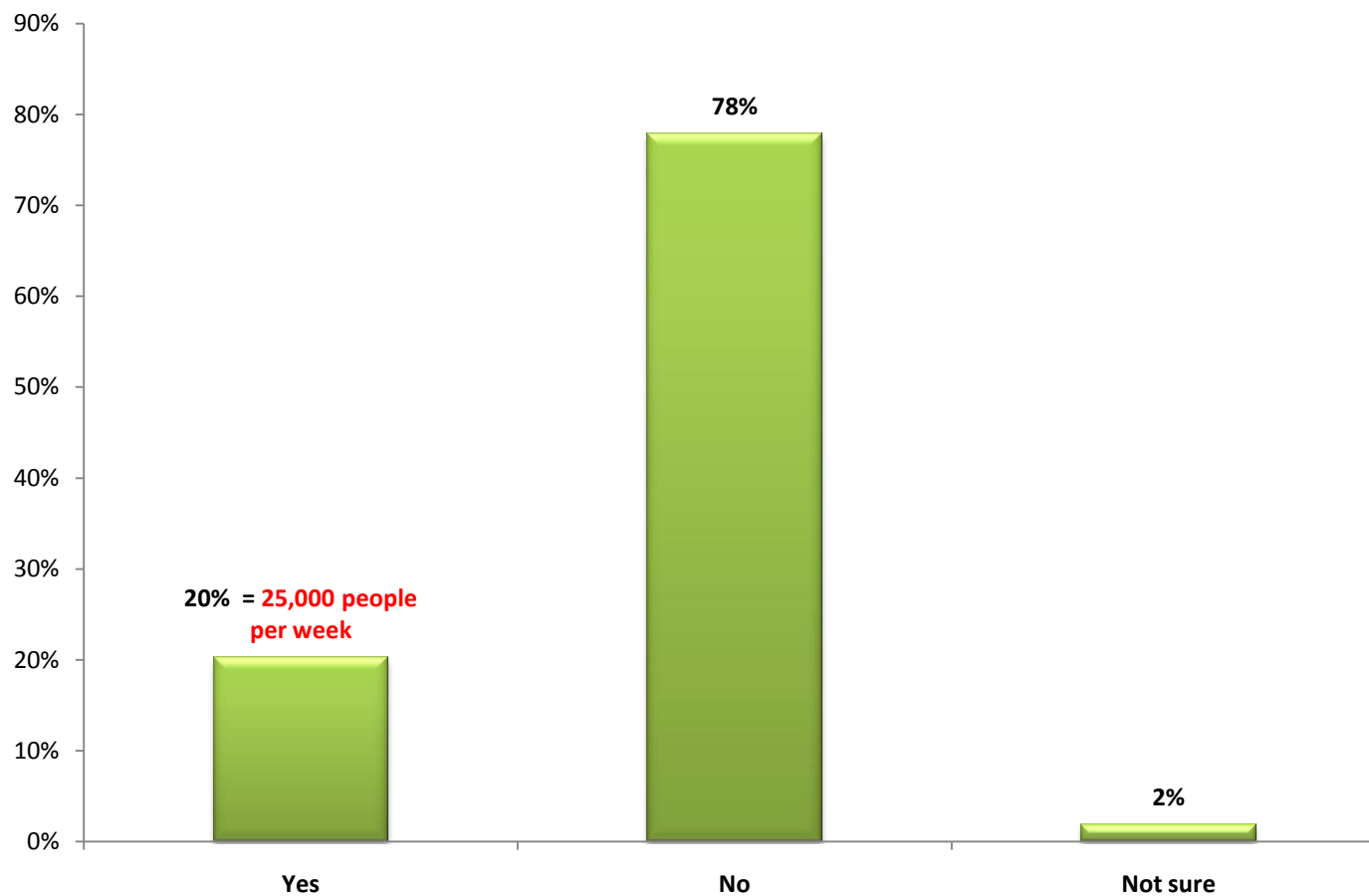
Almost a quarter of shoppers in Vicarage Field recalled seeing posters in the vicinity of lifts and washrooms. The proportion aware was more or less the same regardless of where interviewed



Q. Did you notice any posters by the 'lifts' or 'outside the toilets'?

Base 160

Prompted awareness of posters

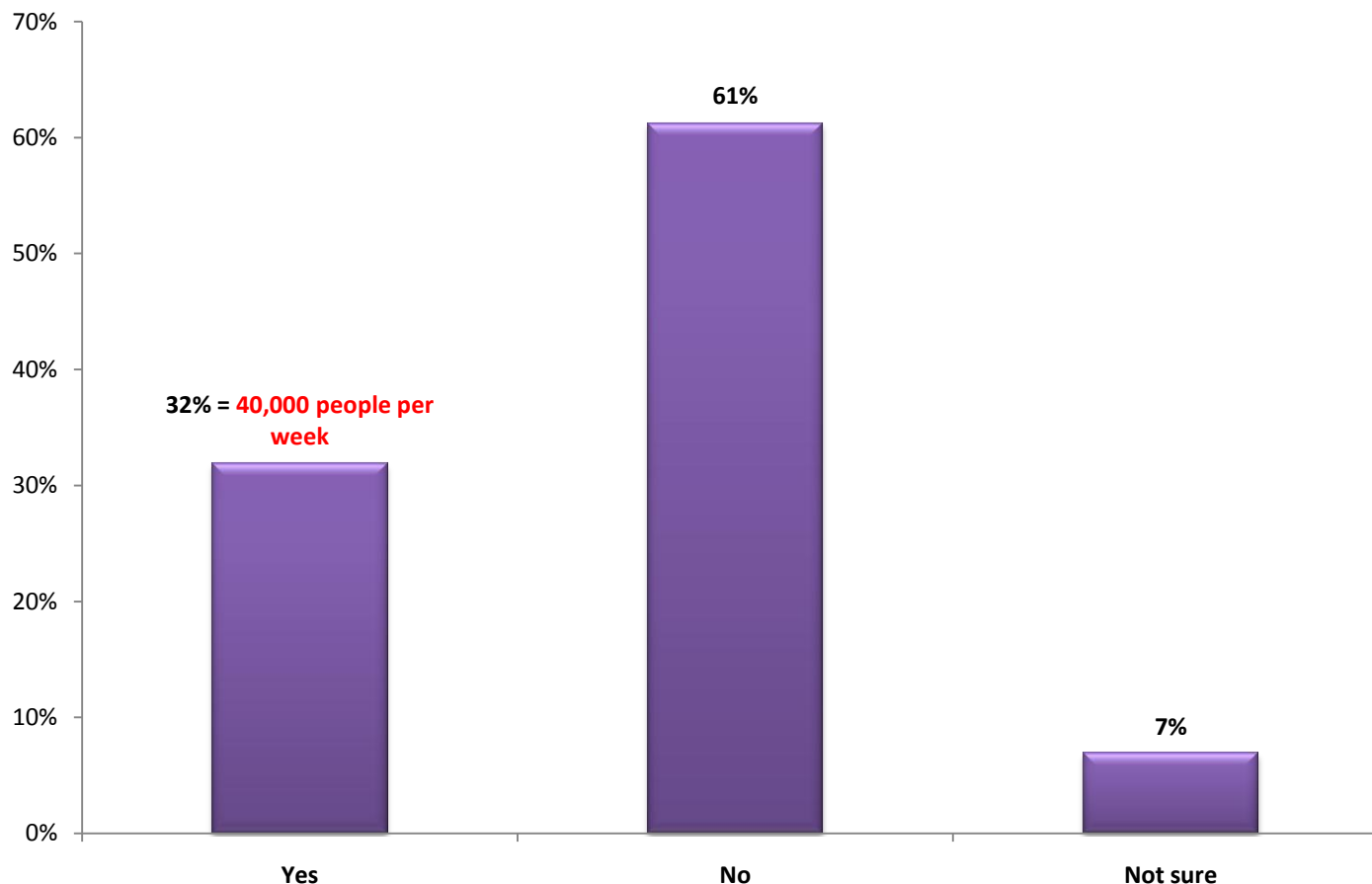


Q. Did you notice this poster?

Base 158

Respond to the message

When encouraged to look at the poster more carefully one third of shoppers felt it was something they might follow up on, suggesting the message itself, when readable, is interesting and understandable

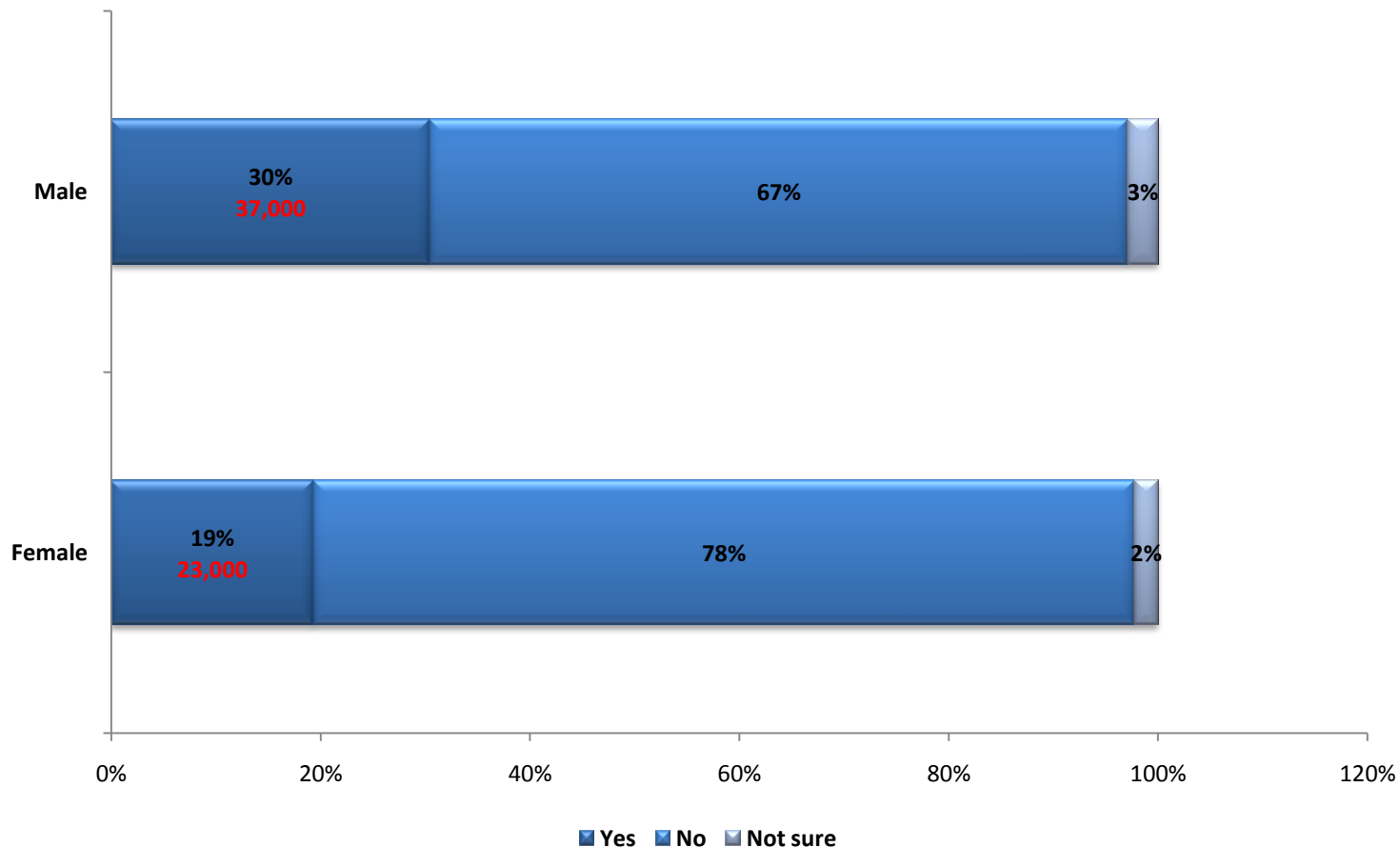


Q. Are you likely to respond to the message in this poster? (In other words, are you likely to follow up?)

Base: 160

Unprompted awareness by gender

Unprompted awareness of posters is higher among male shoppers

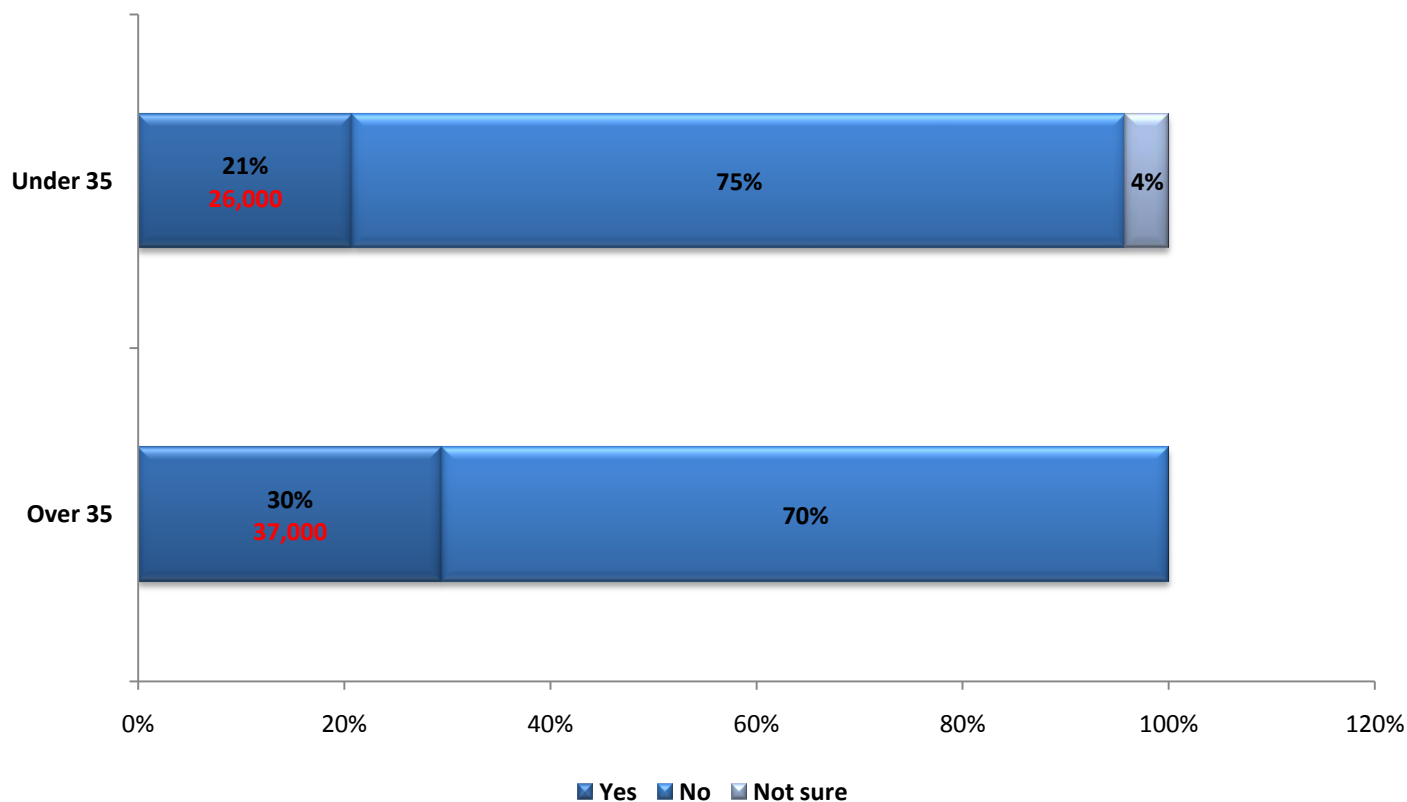


Q. Did you notice any posters by the 'lifts' or 'outside the toilets'?

Base 160

Unprompted awareness by age

Older shoppers too have a higher level of unprompted awareness

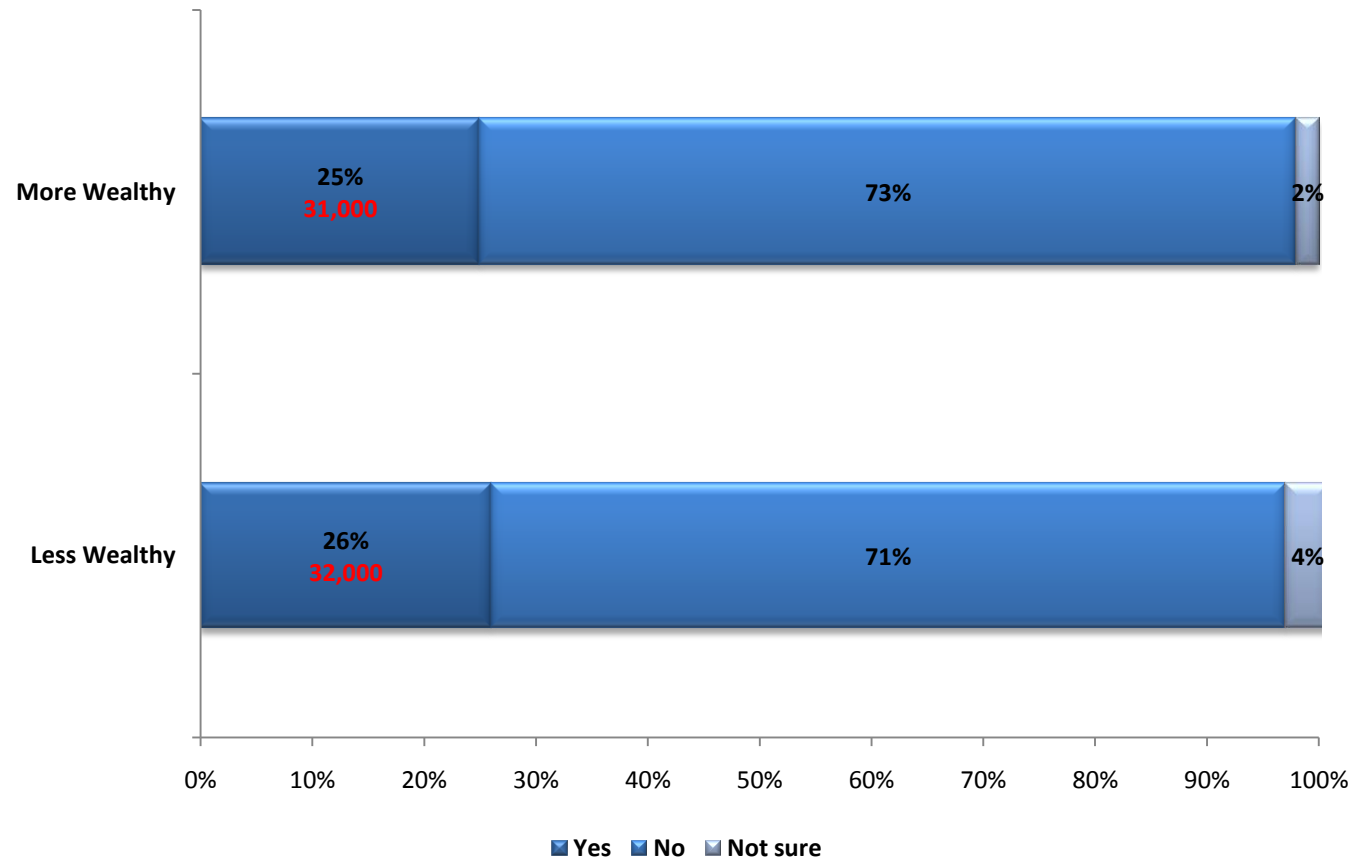


Q. Did you notice any posters by the 'lifts' or 'outside the toilets'?

Base 160

Unprompted awareness by ACORN type

.... But there is little difference between wealthier and less wealthy shoppers (as defined by postcode)

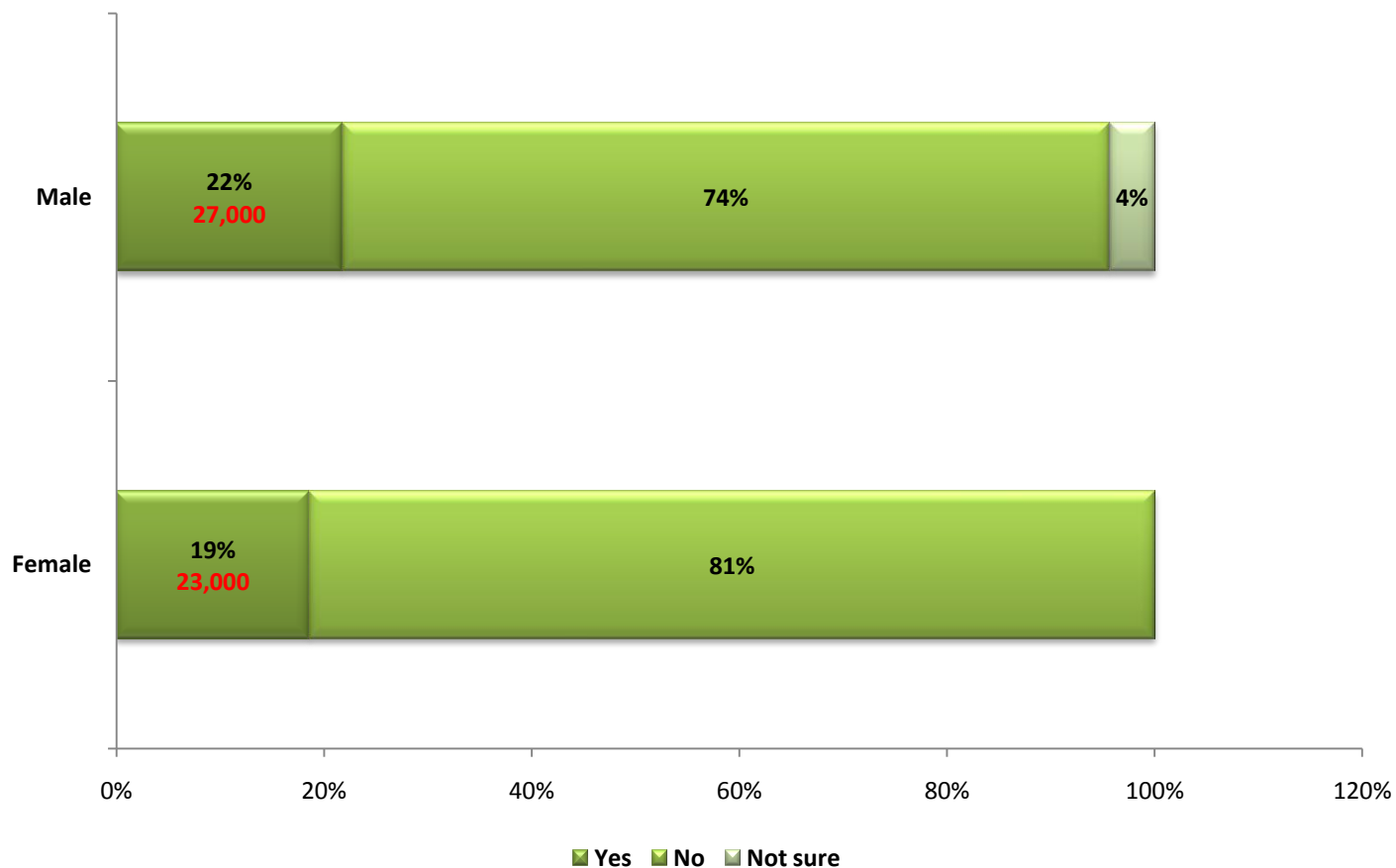


Q. Did you notice any posters by the 'lifts' or 'outside the toilets'?

Base 160

Prompted awareness by gender

When we look at prompted awareness the difference between men and women is much reduced

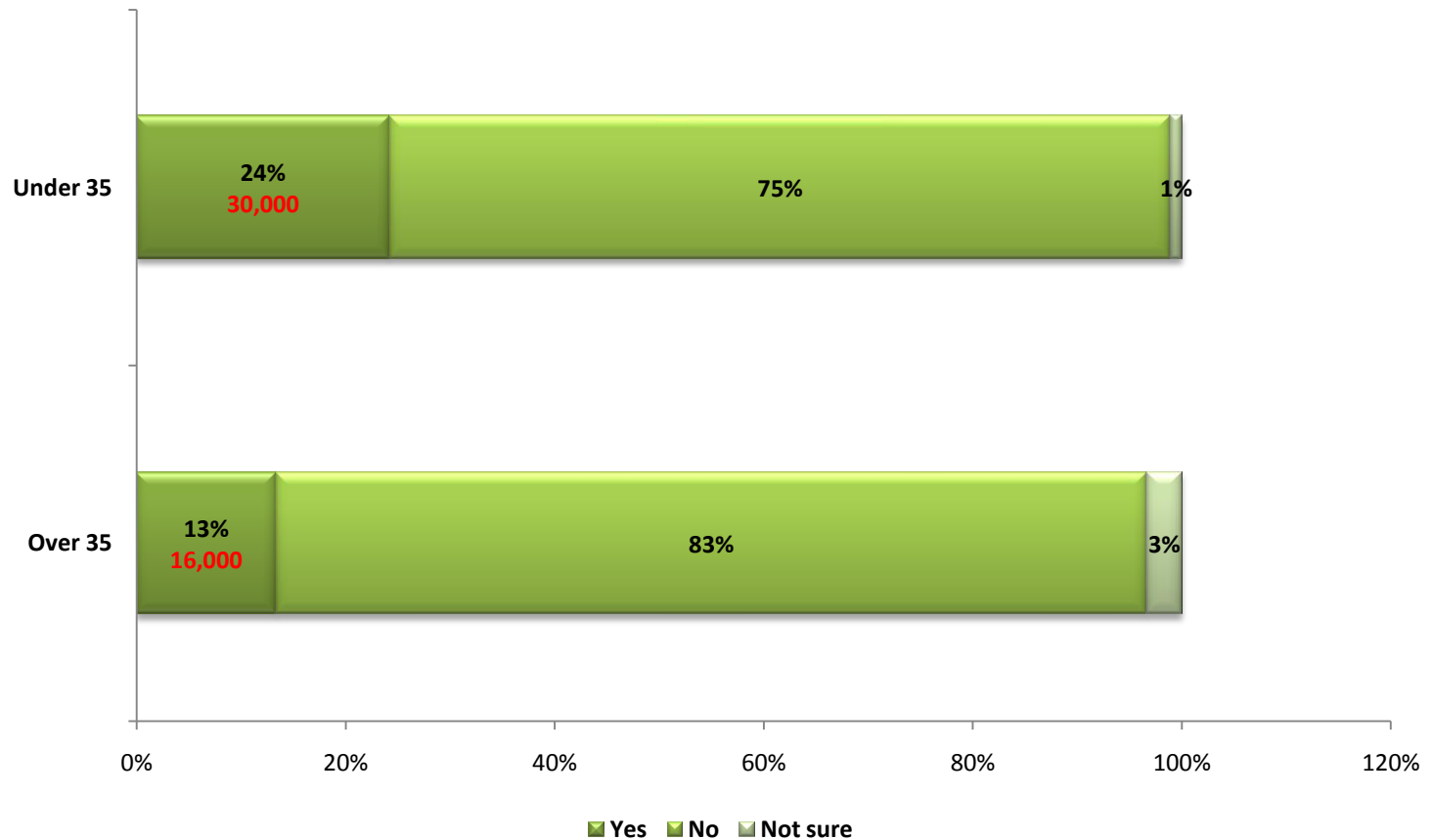


Q. Did you notice this poster?

Base 158

Prompted by age

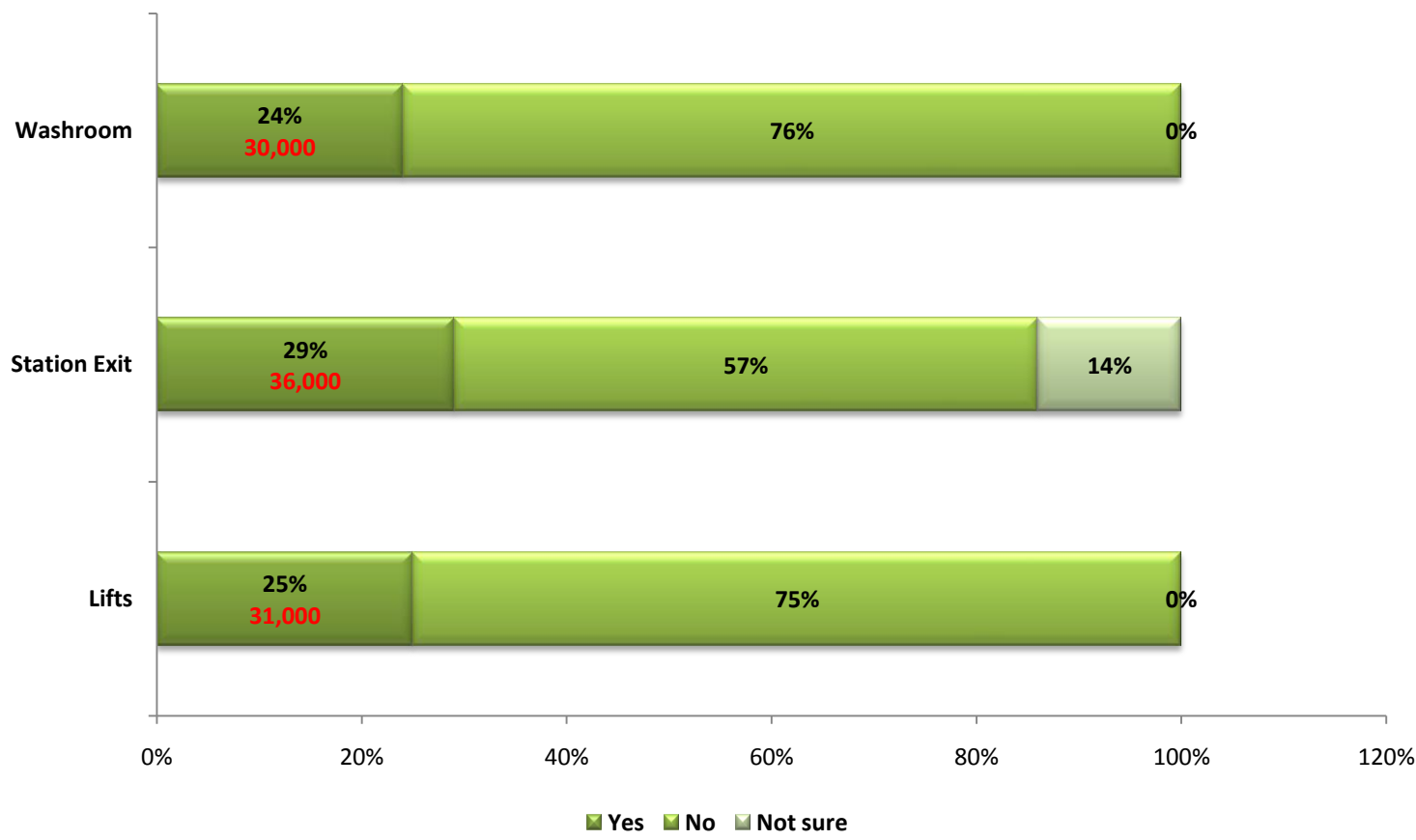
... but the poster means much more to younger shoppers, who show a higher awareness when shown the poster



Q. Did you notice this poster?

Base 158

Prompted awareness by location

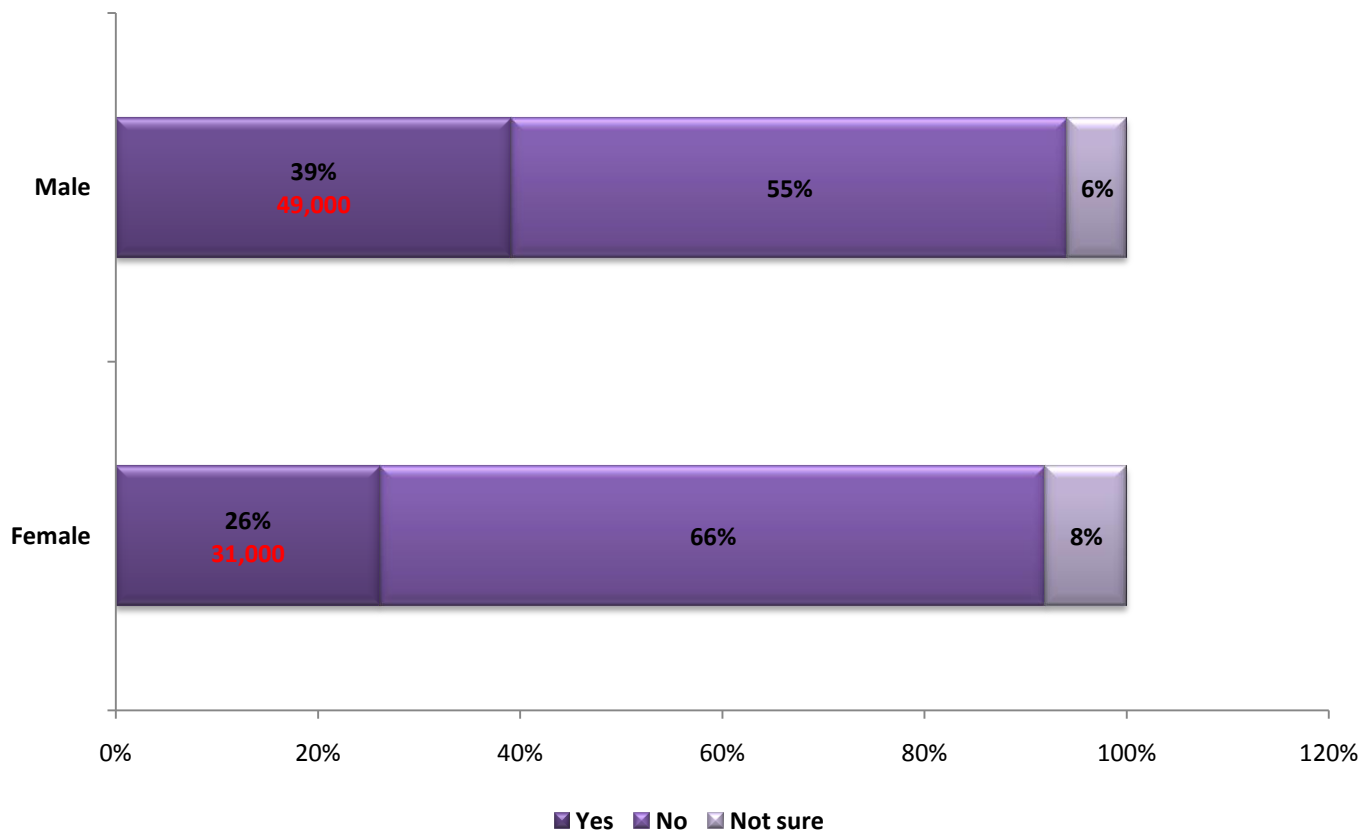


Q. Did you notice this poster?
Base 64

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Response levels by gender

Men are much more likely to say they may follow up on the poster, even though the image is designed to appeal to both sexes

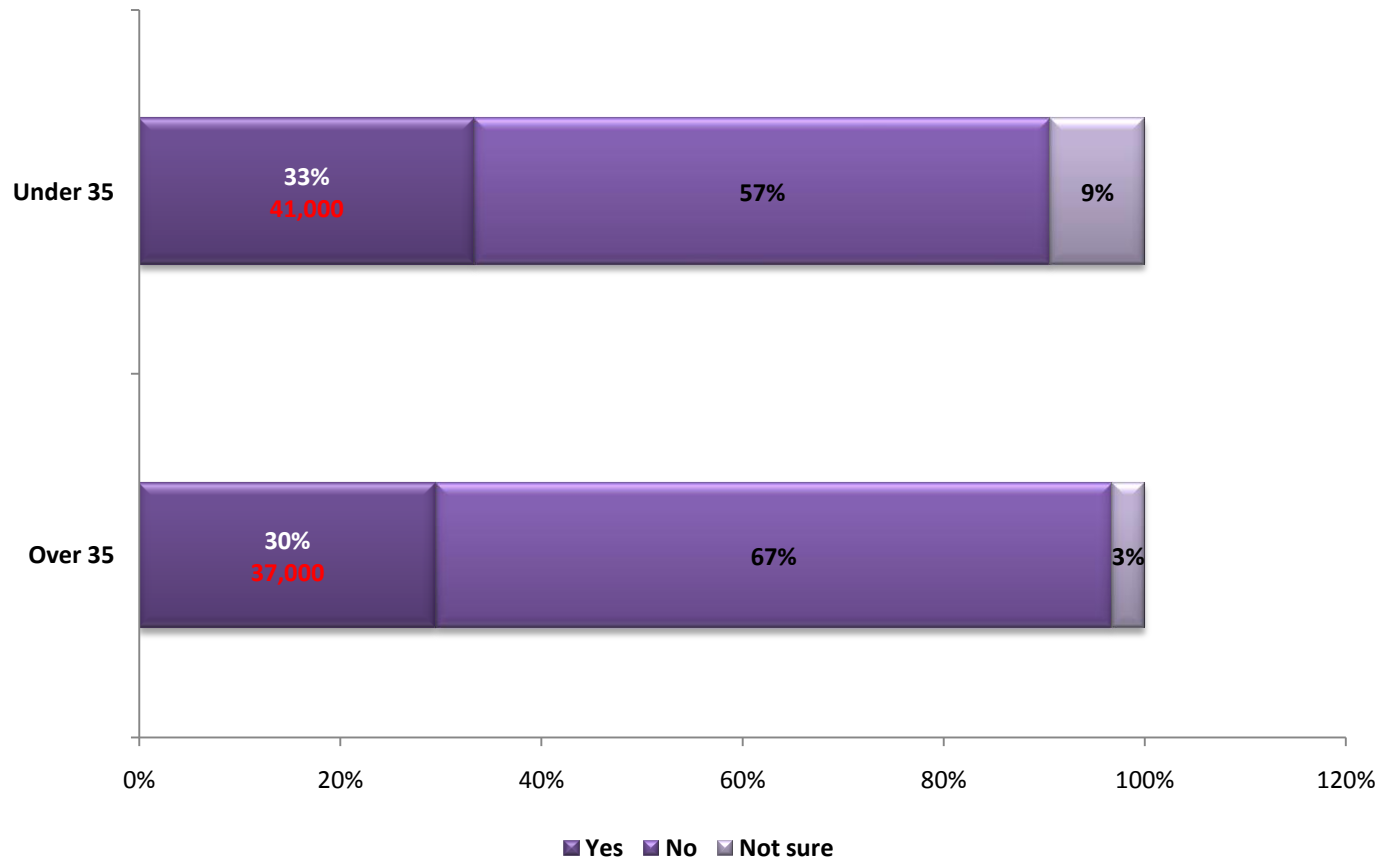


Q. Are you likely to respond to the message in this poster? (In other words, are you likely to follow up?)

Base: 160

Response levels by age

Older shoppers were just as likely to intend to follow-up – usually on behalf of family

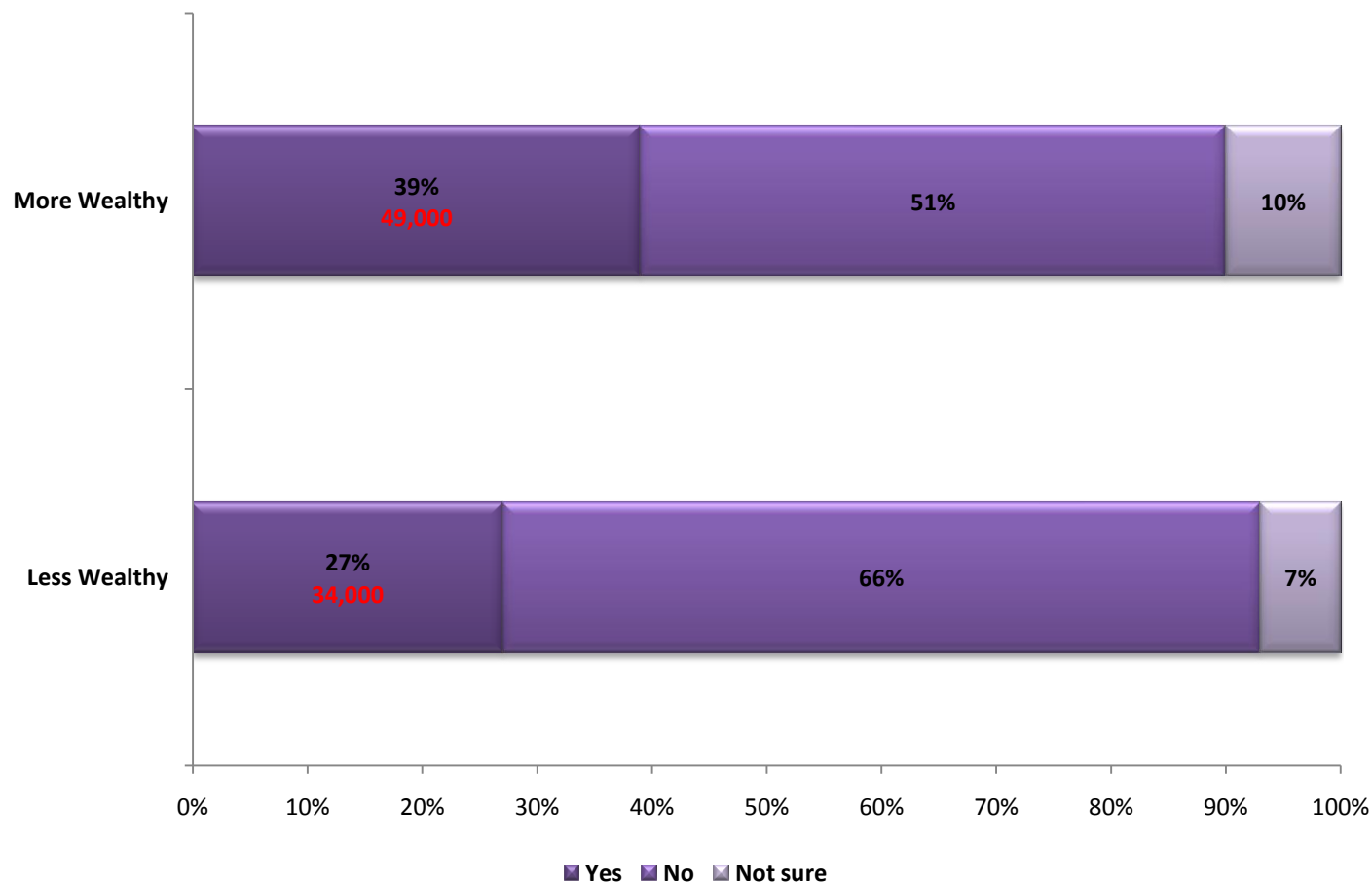


Q. Are you likely to respond to the message in this poster? (In other words, are you likely to follow up?)

Base: 160

Response levels by ACORN type

Wealthier shoppers (defined by postcode) are more likely to follow up, presumably reflecting higher educational levels and career expectations



Q. Are you likely to respond to the message in this poster? (In other words, are you likely to follow up?)

Base: 160

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