

*St George's Shopping*  
*Evaluation of Myerscough College*  
*Campaign*

June 2011

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# Methodology & Background

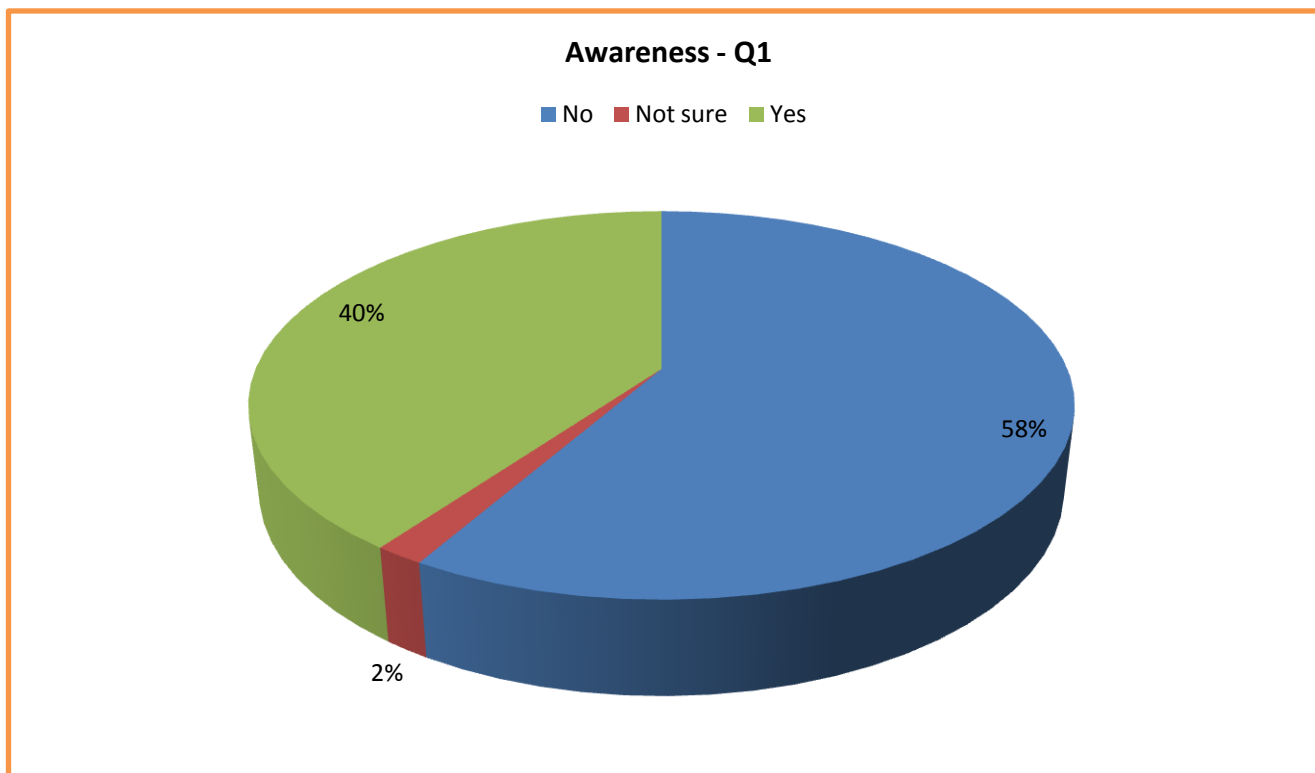
- ❖ Research objective : Evaluate awareness and communication of a poster campaign promoting Myerscough College's 2011 Open Day. The campaign consists of some 8 A1 posters displayed in St George's Centre, Preston during May 2011
- ❖ Approach
  - Face to face interviewing of shoppers approached at random by professional interviewers. Respondents were interviewed using a simple questionnaire of just three questions
  - We collected 120 completed interviews during interviewing on Saturday May 28<sup>th</sup>
  - All interviews were conducted on the second floor landing of St George's in the area where posters were displayed – but not directly adjacent to posters

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## Myerscough College Poster

# High campaign awareness

4 out of 10 respondents had noticed the campaign

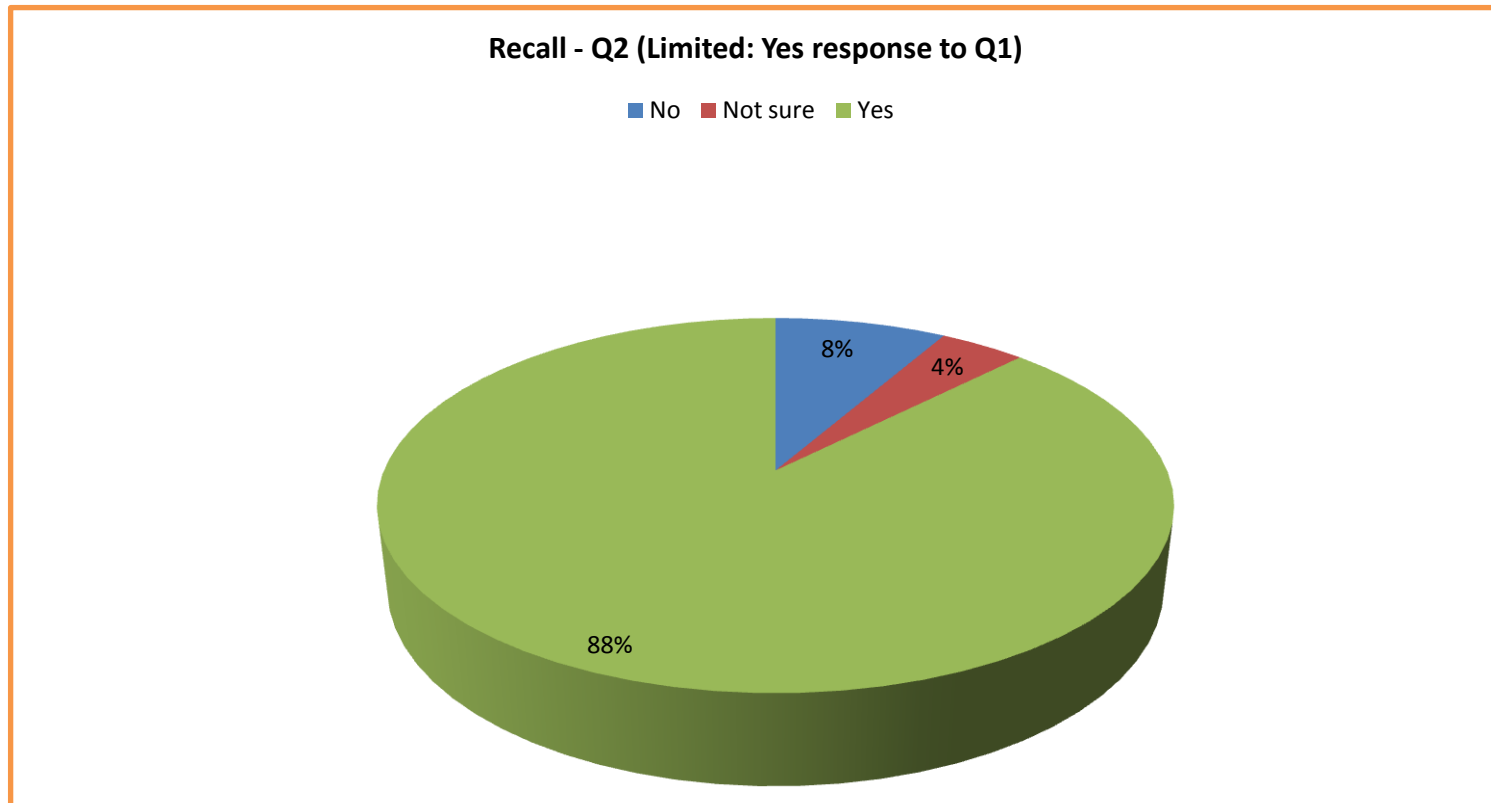


*Have you noticed this poster on display in this shopping centre?*

Base: 120

# The message is communicated and understood

Of the respondents who had noticed the poster (48) almost 9 out of 10 recalled its objective

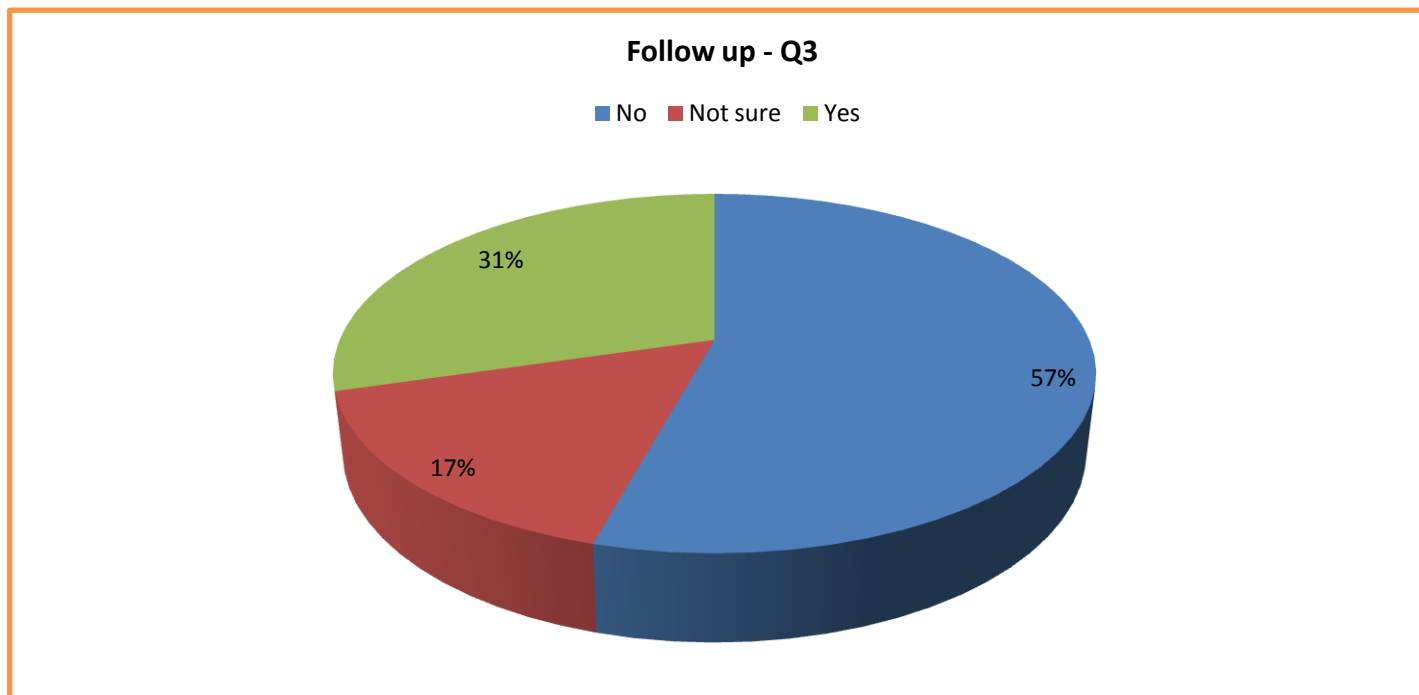


*Do you remember what it is promoting?*

Base: 48

## Intention to follow up

For an age specific campaign, the intention to follow-up is strong : almost one third of respondents intend to do so



*Having seen the poster do you intend to follow up in any way?*

Base:48