



# **Convenience Advertising**



Q Q S R

QUALITATIVE & QUANTITATIVE SOCIAL RESEARCH

## LIBRA SLIMS CAMPAIGN EVALUATION

Client Contacts: Nick Brown/Brad Sellars, Convenience Advertising  
QQR Contacts: Jane Mugford, Stephen Mugford

2 March 2004

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QQR, PO Box 12, Gungahlin ACT 2912  
02 6242 1024  
ABN: 12 056 122 662

Tel: 02 6242 1008 Fax:  
email: [info@qqr.com](mailto:info@qqr.com)

## Background

The Convenience Advertising narrowcast 'Libra' programme was launched specifically to target young women 18-29 years of age located in the AB socio-economic quintile. The pilot programme was designed to deliver the Libra brand into select entertainment and leisure settings frequented by the target audience. This strategy has been developed to allow the Libra brand to communicate directly with the target audience in environments that are culturally relevant, gender specific and desirable. The campaign ran for a five month pilot period. The campaign strategy incorporated an evaluation component to test the communication effectiveness of the medium within specific venue environments and formulate recommendations to refine and enhance the delivery of the brand in a narrowcast context. This report presents the findings of this evaluation project.

Convenience Advertising (CA) contracted venues frequented by the target audience located within the capital cities of each state and territory. The Sancella narrowcast pilot programme utilised fixed A4 posters within the bathroom environments of cinemas, shopping centres, nightclubs, bars, and hotels. These venues were selected for the programme based upon their target audience patronage and their geographic location.

At the completion of the installation process of the Sancella pilot programme Convenience Advertising managed and maintained 1057 display points (DPs) for this programme in 143 key venues in the identified localities.

The evaluation was conducted using an intercept interview methodology, with an availability sample of 124, spread across sites in Sydney and Melbourne.

## Evaluation Results

This section follows the structure of the questionnaire. Quantitative data are mainly shown in tabular or chart form with an accompanying commentary, although where numbers are small and choices few they are reported in text only.

Unless otherwise indicated (a) the table/chart precedes the text that refers to it and (b) numbers shown represent raw number of respondents, not percentages.

The data have been cleaned, in that a few double answers that appear in the raw scores (e.g. where an interviewer missed a skip and asked a second question unnecessarily) have been checked and eliminated.

<i>Could you please tell me your age?</i>	
Under 16	3
16-20	22
21-24	40
25-27	20
28-29	12
Over 29	27
	124

As can be seen in the first table, the sample contacted included only three respondents under 16, with the large bulk being in the principal target groups 16-20 to 25-27.

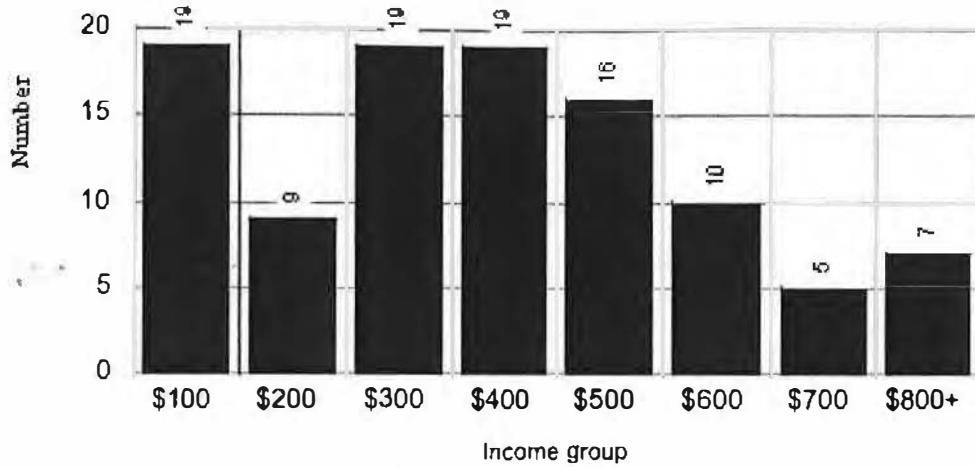
<i>Which of the following best represents your current marital status?</i>	
Married/defacto	39
Single	77
Divorced	5
Widowed	3
TOTAL	124

As would be expected with a younger group, the largest category of respondent was those who were single, followed some way back by those in legal or de facto partnerships. Very few were divorced or widowed.

<i>Could you please tell me what your current occupation is?</i>	
Student	38
Fulltime Mum	15
White collar professional	26
White collar non-professional	23
Blue collar	9
Not working	5
Other (please write down in the space below)	8
TOTAL	124

Students, white collar professionals and white collar non-professionals were, respectively the three largest groups with respect to employment, followed by full time mothers. Other groups had few respondents in them.

Could you please tell me roughly what your net weekly income range is?



As shown in the chart above, the group had a wide range of income, with no one income group clearly dominating. Instead, the curve has a trough in the \$200 a week area, then tails away to the right in the higher income groups.

Have you used the bathroom facilities in this venue just now or in the past few days?	
Yes	118
No	6
Total	124

Only six of the one hundred and twenty four people who were questioned had not used the bathroom facilities, indicating that respondent targeting was highly effective. The one hundred and eighteen who had used the facilities, and thus been exposed to the advertising material formed the main basis for the study.

As the next table indicates, of these 118 only 12 (10%) did not identify having seen advertising material, the vast bulk of them (over 95%) saying that they had seen such material without any prompting.

Now I would like to ask you if you have seen any posters in this building advertising feminine hygiene products?	
Answered 'Yes', immediately	96
Answered 'Yes', on prompting	5
Answered 'Yes', after showing a version of the poster	5
No	12
Total	118

The very high rate of recall is a very satisfying indicator that the medium delivered a message successfully.

Do you remember which brand the poster was advertising?	
Carefree	7
Libra	73
Tampax	2
Don't know	12
Total	106

As the table clearly shows, the brand identified overwhelmingly was Libra. Only a few identified others brands, while 24 could not recall.

Respondents were then prompted with: "I will read out some brand names and if you can remember tell me which one it is". Following this prompt, a further 25 identified Libra, for a total of 98 (83%).

This indicates a very high rate of brand recall.

<i>Can you remember what the poster said?</i>	
Get Slim Now	39
Look Slim	21
Same Tampons Just Slimmer	12
Libra Slims	13
Libra Tampons	3
Don't know	28

Turning to the poster message, the largest single group (39) recalled "get slim now" while about half that number (21) recalled "look slim" and another 12 recalled "same tampons, just slimmer" and 13 recalled the name "Libra Slims".

When the 'don't know' category was explored (interviewers wrote in initial answers), a further 5 recalled the concept slim, so that in all the central issue of 'slim' was recalled by 90 of the 98 who identified the brand correctly, a recall rate of just on 92%.

Only 15 respondents could not recall the phrases "Get Slim Now" or "Look Slim" when prompting was offered. These were not included in further questions, leaving a sample of just over 100. (In the figures that follow, some non-response occurs at various questions.)

As the table below shows, the level comprehension of the message was high, with 79 (88%) saying they understood it and only 2 (2%) saying they did not.

<i>Did you find the poster easy to understand?</i>	
Yes	79
Partly understood it	8
No	2
Total	89

<i>Who do you think the poster(s) was intended for</i>	
Someone like me	50
Someone younger than me	22
Someone older than me	1
Unsure	2
Other	17
Total	92

As the table above shows, 50 respondents thought that the poster targeted "someone like me", 22 thought it targeted "someone younger than me" and only 1 thought it targeted "someone older than me". Interestingly, this is not as closely linked to age of

respondent as may be imagined. While the one person who thought targets were older was in the youngest age group, peaks for 'someone like me' were the two youngest groups (16-20, 21-24, well over 50%) and the oldest (29+, 55%) while the peak for 'someone younger' was the 25-27 group (nearly half thought that) followed by the 27-29 group (one third).

The seventeen who had other targets in mind included answers like:

- 18-30 yr olds
- all ages
- all females before menopause
- anyone 2
- every woman
- everybody
- people with small fannies
- women (6 answers)
- women - all ages
- women in general, teenagers
- young 20's

<i>When you are shopping what type of feminine hygiene products do you usually prefer to buy?</i>	
Pads	14
Tampons	49
Liners	1
Combination of Tampons & Liners	10
Combination of Tampons & Pads	15
Combination of Liners & Pads	1
Other	1
Total	91

Questioned about the type of product usually purchased, the respondents identified tampons as their first choice, and either pads or a combination of tampons, with pads and tampons with liners as other major choices. These results were examined to see if there was any association between age and product preference, but no significant trend emerged.

Respondents were also asked whether, when you were buying a feminine hygiene product they usually preferred to buy the same brand most of the time. Of those who answered this question, 72 (81%) said they did usually prefer the same brand each time.

<i>... do you usually prefer to buy the same brand, most of the time?</i>	
Carefree	15
Libra	35
U	1
Cottons	4
Homebrand	6
Whisper	3
Bi-Lo	1
Black & Gold	1
Tampax	4
De'Jour	2
Kotex	2
Total	74

Asked which brand they preferred, much the largest group of respondents said Libra. However, given that they had already discussed this brand earlier in the interview, caution should be exercised when interpreting this result, as a number of factors (recall, wanting to be a 'good respondent', etc) may have biased the strength of this answer.

Of the thirty five who did not express any brand preference when a list was read out to them, 20 (57%) said they would be prepared to try other brands. When asked which brands, 4 were named with some respondents naming more than one: 14 choices were given for Carefree, 15 for Libra, 8 for Stayfree and 8 for Whisper

Have you read or heard of anything about Libra Slims anywhere recently other than in the bathroom environment?	
On the TV?	42
On the radio?	3
Magazines?	21
Newspapers?	1
Friends or family?	3
Nowhere else	27
Other	6

As the table above shows, substantial numbers of respondents said that they had heard of Libra Slims on the TV or in magazines. Of few who claimed to have heard of them in other ways, answers included:

- bought them
- don't know exactly where but have heard Libra Slim
- expo
- supermarket

Finally, as the table below shows, there was an overwhelming view that a poster about feminine hygiene in a bathroom environment was appropriate. Only two thought it was not (in each case their view is summarized in the table in italics).

How appropriate is it to display a poster about feminine hygiene in a bathroom environment?	
Very	47
Quite	29
Undecided/DK	9
Somewhat <i>(put them in supermarket)</i>	1
Very <i>(find tampons disgusting)</i>	1
Total	87



## CONCLUSION

In summary, the research shows that:

- the relevant target group of younger women was selected in terms of age;
- it included a range of marital statuses, with a distribution as expected for this age group;
- it also inclined a broad range of income types;
- those interviewed had been exposed to the message;
- there was high recall of the poster and the key brand concepts employed, indicating that the message had high coverage and good penetration;
- although brand loyalty is strong for feminine hygiene products, scope exists for getting some brand growth or shifting where Libra is concerned;
- the method of advertising was clearly seen to be appropriate.