



Convenience Advertising

UCD MARKETING DEVELOPMENT PROGRAMME

**Measure the Level of Awareness of the
Current Chlamydia Sexual Health Campaign
in Particular, the Effectiveness of the
Medium and Recall of the Message**

Prepared for:

**Mr. Brad Sellars
and
Mr. Mark Finlay
Convenience Advertising**

By:

**Roger Barrett
Aidan Bird
Ciara Durkan
and
Laura Hendrick
(Marketing Advisors)**

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CONTENTS

	<u>Page</u>
Executive Summary	-i-
Section One: Introduction	1
Section Two: Sample Profile	4
Section Three: Awareness of Sexually Transmitted Infections	7
Section Four: Recall and Awareness of Current Chlamydia Sexual Health Campaign	10
Section Five: Interaction with Current Chlamydia Sexual Health Campaign	14
Section Six: Syphilis Poster Campaign	23
Section Seven: Conclusions	24
Section Eight: Recommendations	25
Appendix One: Assignment Brief	
Appendix Two: Research Instrument	

EXECUTIVE SUMMARY

The UCD Marketing Development Programme was approached by Mr. Brad Sellars and Mr. Mark Finlay of Convenience Advertising to Measure the Level of Awareness of the Current Chlamydia Sexual Health Campaign in Particular, the Effectiveness of the Medium and Recall of the Message

Methodology:

- This involved conducting 300 intercept interviews in pubs, clubs and colleges in Donegal, Dublin and Galway. Fifty intercept interviews were conducted in Donegal, 150 in Dublin with the remaining 100 interviews conducted in Galway.
 - Of the 50 questionnaires to be carried out in Donegal, 30 were conducted in colleges with the remaining 20 conducted in various pubs and clubs.
 - Of the 150 questionnaires to be carried out in Dublin, 90 were conducted in colleges with the remaining 60 conducted in various pubs and clubs
 - Of the 100 questionnaires to be carried out in Galway, 60 were conducted in colleges with the remaining 40 conducted in various pubs and clubs.
- Three hundred interviews will give a margin of error of +/- 5.5 percent at 95 percent confidence level. This is based on recall figures of 60 percent as given in the *Chlamydia Prevention Campaign Evaluation Report* Feb 2005.

The sample was evenly divided between male and females aged between 18 and 35 who had been exposed to the current Sexual Health campaign.

The following is a summary of the key research findings:

1. It was found from the research that there was high unprompted recall of the Sexually Transmitted Infection, Chlamydia. Seventy-eight percent of all respondents were able to recall Chlamydia as an STI that they were aware of before seeing the poster. Sixty-three percent of respondents recalled AIDS/HIV as another STI that they were aware of prior to seeing the poster.
2. Forty-nine percent of respondents had learned of Chlamydia through Sex Education at school, and a further 16 percent of respondents learned through magazines and newspapers.
3. Eighty-nine percent of respondents were able to recall seeing posters in the bathroom and 61 percent were able to recall, unprompted, that the poster message was Chlamydia. This was closely followed by Sexual Health (15 percent) and Condom Use (10 percent), both of which are sub-messages of the poster.

4. Respondents were very positive in relation to their attitudes towards the Chlamydia poster. They found the poster to be appropriately placed, helpful, informative and an overwhelming majority found it easy to understand.
5. Just over half of respondents (53 percent) were able to recall seeing some form of contact information (either telephone number or email address) at the bottom of the poster. Although there was quite a high recall rate of contact information, there was a considerably small percentage (6 percent) of respondents who had previously used these contact details.
6. Sixty-one percent of respondents who had seen the contact information admitted they would be likely to use these contact details in the future. There was a noticeable difference in relation to gender with 22 percent of males stating they would be likely or very likely to use the contact numbers in the future compared to 39 percent of females.
7. A significantly low percentage of respondents (28 percent) were aware of the take away cards attached to the poster, compared with the high rate of respondents who were able to recall the campaign posters and campaign topic. Twenty-one percent of those who were aware of the takeaway cards respondents admitted to actually taking one.
8. The majority of respondents (71 percent) felt they would not be comfortable discussing the Chlamydia poster with their peers and the majority of respondents stated they would also be unlikely to discuss it with them in the future. They felt it was a private issue, and would not feel comfortable talking to friends about such a sensitive topic. Of those that would feel comfortable discussing the poster with friends, females are more likely to discuss it than males.
9. Having seen the poster, 89 percent of respondents cited condoms as the best form of protection against Chlamydia.

SECTION ONE:

INTRODUCTION

1.1 Background to the Issue:

The UCD Marketing Development Programme was approached by Mr. Brad Sellars and Mr. Mark Finlay of Convenience Advertising to measure the level of awareness of the current Chlamydia sexual health campaign in particular, the effectiveness of the medium and recall of the message.

1.2 Objectives:

The primary objective of this assignment was to measure the level of awareness of the current Sexual Health campaign in particular, the effectiveness of the medium and recall of the message.

In order to satisfy this objective 300 intercept interviews were conducted in pubs, clubs and colleges in Donegal, Dublin and Galway. Fifty intercept interviews were conducted in Donegal, 150 in Dublin with the remaining 100 interviews conducted in Galway, the following was investigated:

- Determine the levels of recall for the current sexual health campaign:
 - Unprompted Recall:
 - The number of respondents who recalled seeing the Sexual Health campaign poster in the washroom.
 - Prompted Recall:
 - The number of respondents who recalled the Sexual Health campaign poster after verbal prompt;
 - The number of respondents who required a further visual prompt to recall the campaign poster.
 - Record the number of respondents who were unable to recall the current Sexual Health campaign poster after both verbal and visual prompt.
- Measure respondents' recall of the advertised message:
 - The number of respondents who were able to successfully recall Chlamydia/Syphilis as the primary message of the advertisement;
 - The number of respondents who were aware that Chlamydia does not always show symptoms;
 - The number of respondents who were aware that Syphilis can be transmitted through oral sex;
 - The number of respondents who were aware that condoms help protect against Chlamydia/Syphilis and other Sexually Transmitted Infections.

- Assess respondents' attitudes towards the current Sexual Health campaign. Was the advertisement:
 - Easy to understand;
 - Informative;
 - Helpful;
 - In an appropriate venue;
 - Targeted at them:
 - Who do respondents feel the advertisement should be targeted at?
- Establish respondents' interaction with the message:
 - Awareness of take-away information;
 - Number of respondents who availed of the take-away information;
 - Usefulness of take-away information to respondents;
 - Number of respondents who discussed the advertisement with their peers;
 - Likelihood of respondents to discuss the advertisement and its content with their peers.
- Identify respondents' prior knowledge of Sexually Transmitted Infections:
 - Familiarity of respondents with Sexually Transmitted Infections before exposure to the advertisement;
 - Familiarity of respondents with Chlamydia/Syphilis before exposure to the advertisement;
 - Identify how respondents became aware of Chlamydia/Syphilis prior to exposure with the advertisement;
 - Establish whether the advertisement provided the respondents with any new information on Chlamydia/Syphilis;
 - Awareness that condoms are the best form of protection against Chlamydia.

Methodology:

The assignment's objectives were realised through quantitative research.

- This involved conducting 300 intercept interviews in pubs, clubs and colleges in Donegal, Dublin and Galway. Fifty intercept interviews were conducted in Donegal, 150 in Dublin with the remaining 100 interviews conducted in Galway.
 - Of the 50 questionnaires to be carried out in Donegal, 30 were conducted in colleges with the remaining 20 conducted in various pubs and clubs;
 - Of the 150 questionnaires to be carried out in Dublin, 90 were conducted in colleges with the remaining 60 conducted in various pubs and clubs;

- Of the 100 questionnaires to be carried out in Galway, 60 were conducted in colleges with the remaining 40 conducted in various pubs and clubs.
- Three hundred interviews gave a margin of error of +/- 5.5 percent at 95 percent confidence level. This is based on recall figures of 60 percent as given in the *Chlamydia Prevention Campaign Evaluation Report* Feb 2005.

The sample was evenly divided between males and females and all respondents were aged between 18 and 35, and had been exposed to the current Chlamydia Sexual Health campaign.

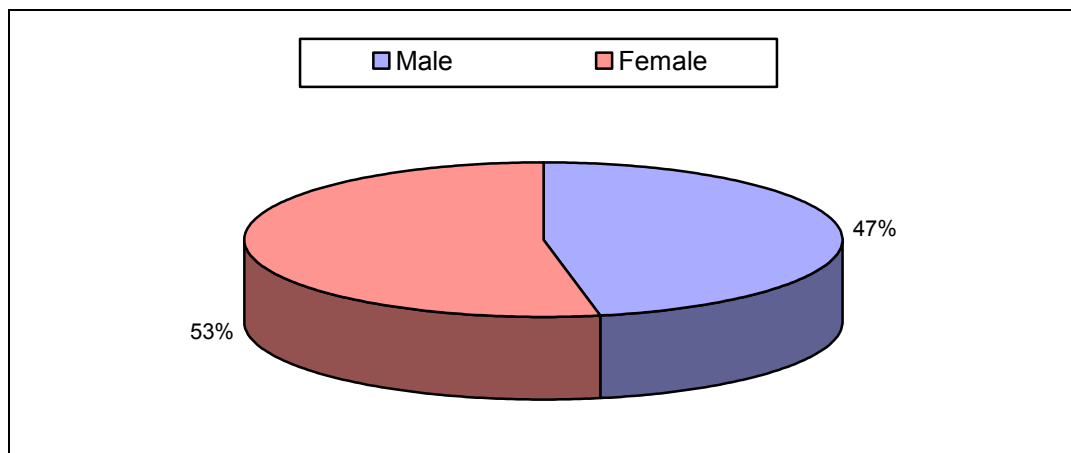
SECTION TWO:

SAMPLE PROFILE

2.1 Introduction:

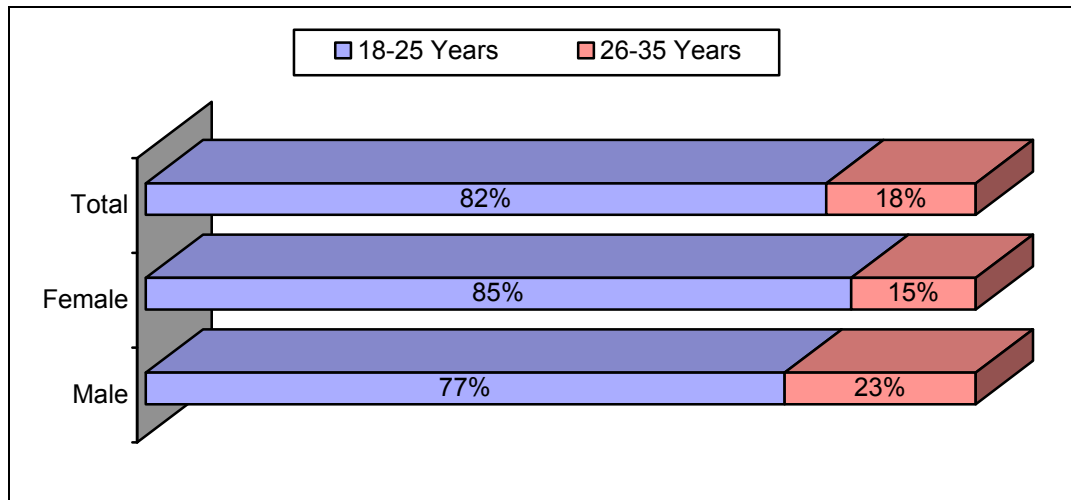
This section describes the profile of respondents who were exposed to the current Chlamydia Sexual Health Campaign in bathrooms of pubs, clubs and colleges throughout Ireland. Respondents were broken down into the following categories: age; gender; work status; socio economic classification and location.

Figure 1: Gender of Respondents



Base: 300 Respondents

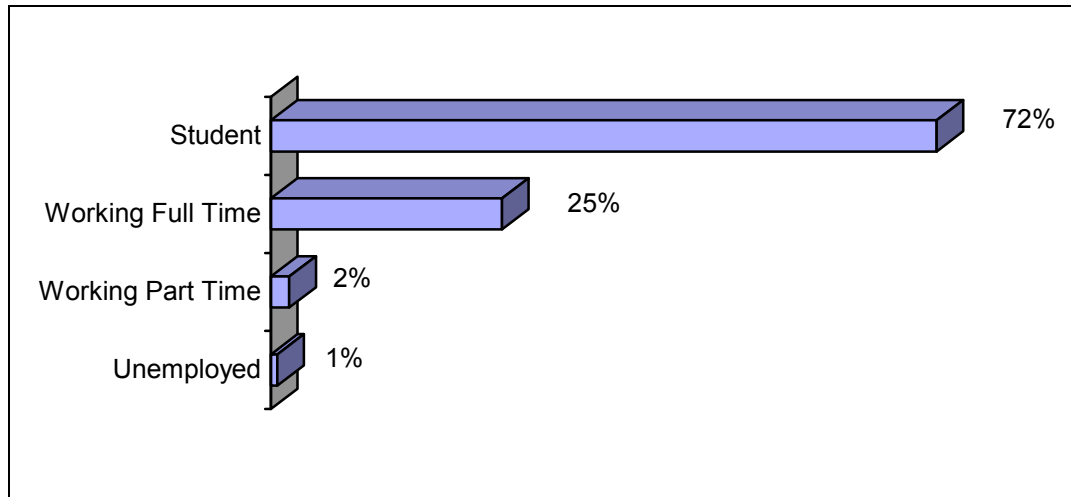
Figure 2: Respondents by Age and Gender



Base: 300 Respondents

2.2 Respondents' Profile by Work Status:

Figure 3: Work Status

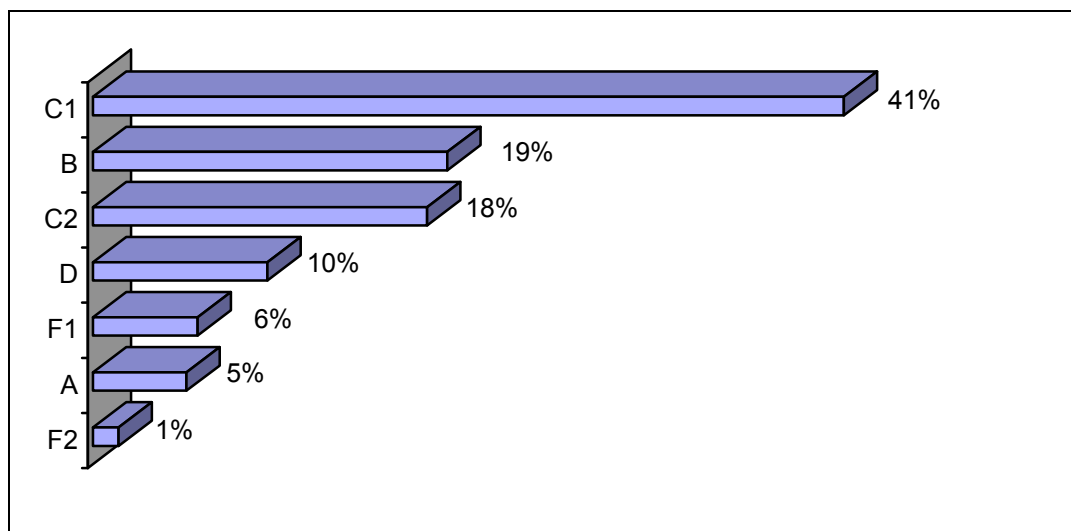


Base: 300 Respondents

Figure 3 shows the work status of respondents. The vast majority of respondents were students because the largest numbers of questionnaires were conducted with college students in Dublin, Galway and Donegal. One-quarter of respondents work full time and the remaining respondents work part time or are unemployed.

2.3 Respondents' Profile by Socio-economic Classifications:

Figure 4: Respondents' Socio-Economic Classifications

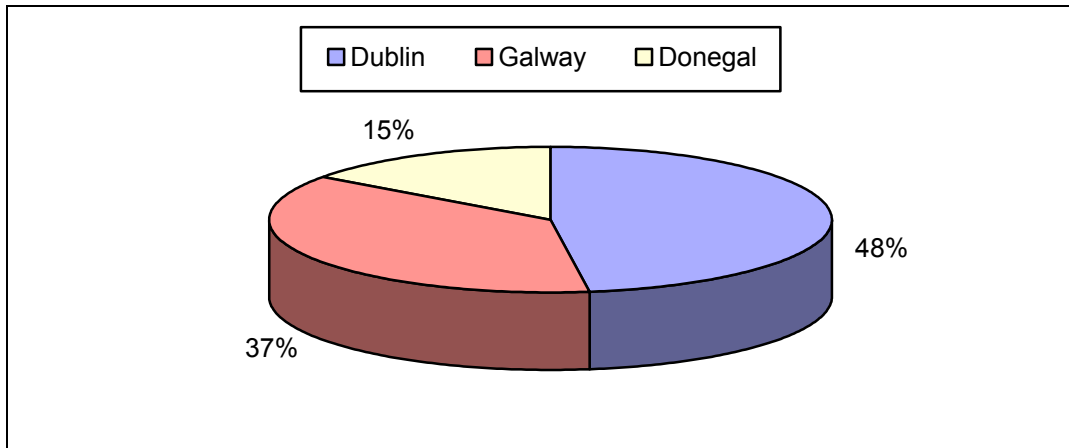


Base: 300 Respondents

Figure 4 shows respondents' socio-economic classification. Forty-one percent of respondents are classified as C1. People, who are classified as C1 account for 26 percent of Ireland's population and generally work in junior management, have their own small establishments or work in non manual positions.

2.4 Respondents' Profile by Location:

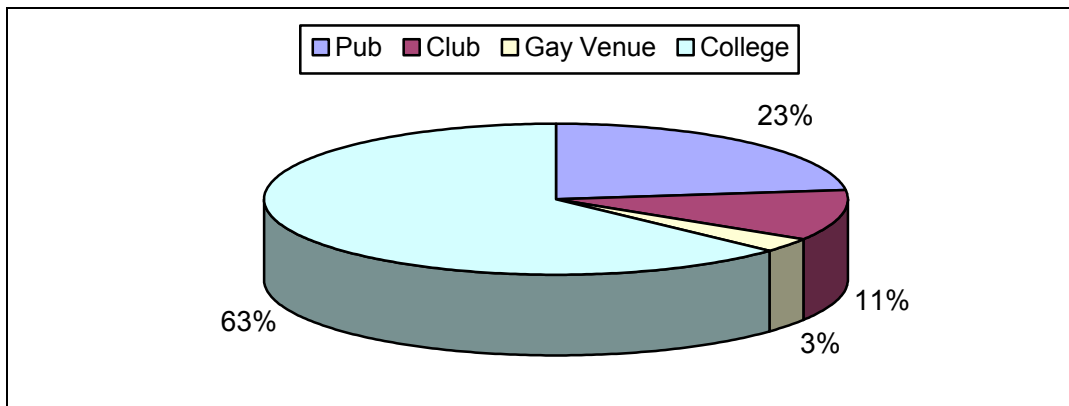
Figure 5: Breakdown of Location



Base: 300 Respondents

Figure 5 illustrates the breakdown of where the research was conducted. The locations were chosen to represent an urban and rural population.

Figure 6: Breakdown of Venues



The pubs, clubs and colleges that were chosen as suitable venues to conduct the research were provided by the client Convenience Advertising, based on patronage figures and suitable promotional material being in place. In order to include the syphilis poster campaign in the research, a gay venue was also included in the sample.

SECTION THREE:

**AWARENESS OF SEXUALLY TRANSMITTED
INFECTIONS**

3.1 Introduction:

This section will focus on respondents' awareness of Sexually Transmitted Infections (STIs) prior to seeing the Sexual Health poster, their awareness of Chlamydia and how they initially became aware of Chlamydia.

3.2 Prior Awareness of STIs:

It was found from the research that there was high unprompted existing recall of the Sexually Transmitted Infection, Chlamydia.

Table 1: Respondents' Unprompted Awareness of STIs before Seeing the Poster

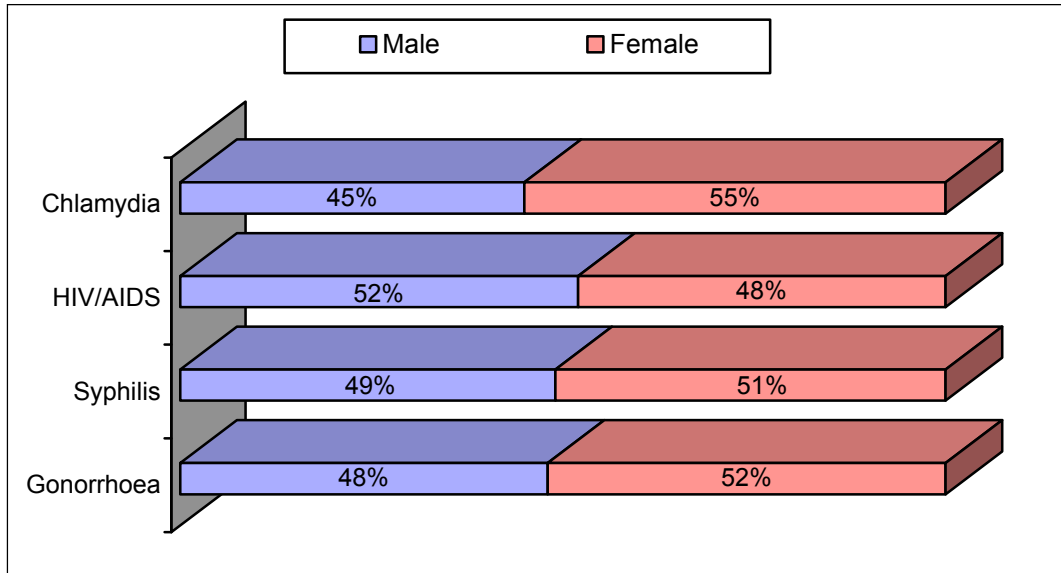
STI	Percentage Aware
Chlamydia	78%
HIV/AIDS	63%
Syphilis	29%
Gonorrhoea	21%
Genital Warts	10%
Herpes	9%
Hepatitis	2%
Other	6%
None	4%

Base: 300 Respondents

Multiple Responses Allowed

The table above identifies that significantly more respondents are aware of both Chlamydia (78 percent) and HIV/AIDS (63 percent) than other STIs. It is important to note, however, that as the some of the questions beforehand directly referred to Chlamydia, this may have influenced respondents' choice of answer.

Figure 7: Respondents' Unprompted Awareness of STIs before seeing the Poster by Gender



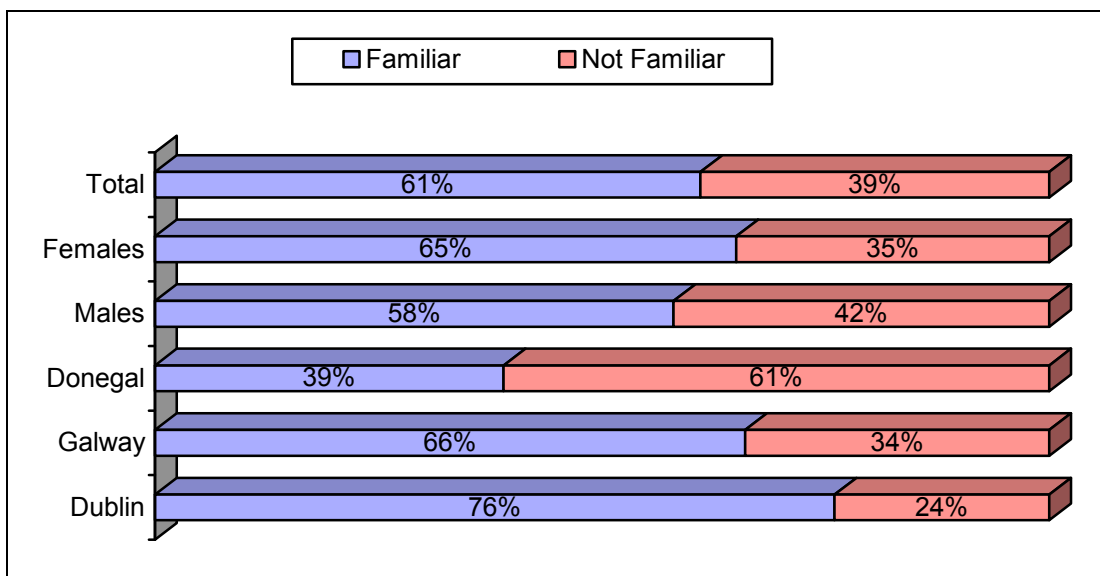
Base: 300 Respondents

Multiple Responses Allowed

Figure 7 illustrates the gender breakdown for awareness of STIs prior to seeing the poster. There was no statistical difference for awareness of STIs between locations.

3.3 Prior Awareness of Chlamydia:

Figure 8: Awareness of Chlamydia Prior to seeing the Poster (Prompted) by Gender and Location



Base: 65 Respondents

A verbal prompt was given to the 65 respondents who did not mention Chlamydia as an STI they were aware of prior to seeing the poster. The question asked was:

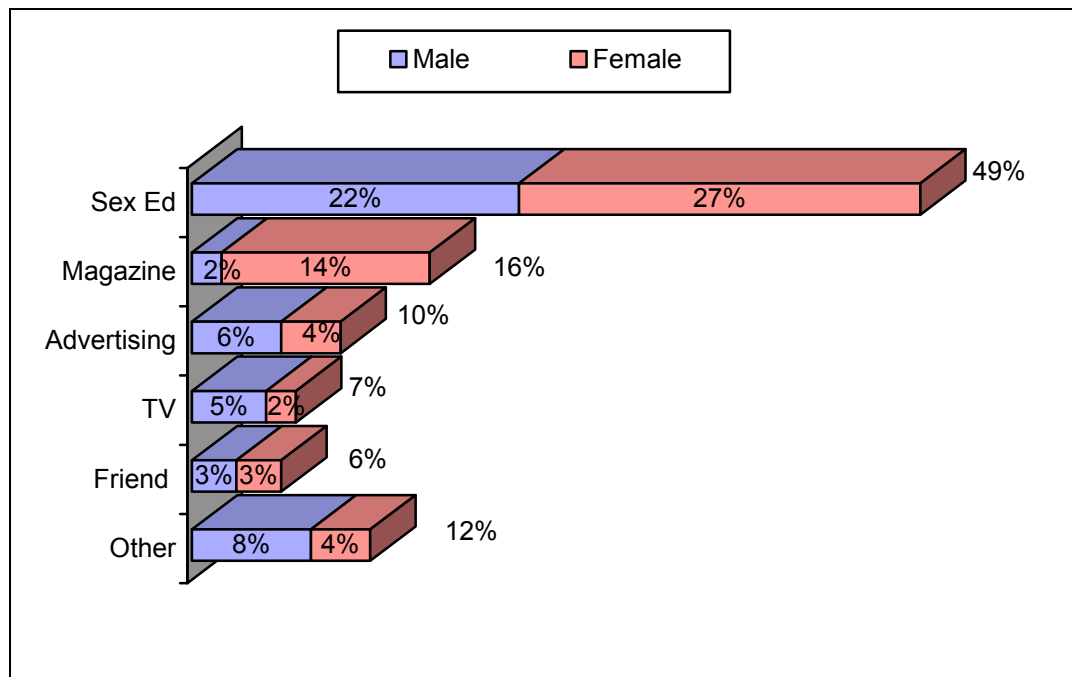
“Were you at all familiar with the STI Chlamydia/Syphilis prior to seeing the poster?”

It was found that in Donegal more respondents were unfamiliar with Chlamydia after a verbal prompt than either of the other two locations.

3.4 How Respondents became Aware of Chlamydia:

Respondents who were aware of Chlamydia prior to seeing the poster were asked how they became aware of the disease.

Figure 9: How Respondents became Aware of Chlamydia by Gender



Base: 235 Respondents

Figure 9 illustrates the difference in gender of how respondents became aware of Chlamydia. A higher percentage of females became aware of Chlamydia from reading magazines. Researchers noted that some of the ‘Other’ sources mentioned were: an STI test; the doctor; family members and the radio.

SECTION FOUR:

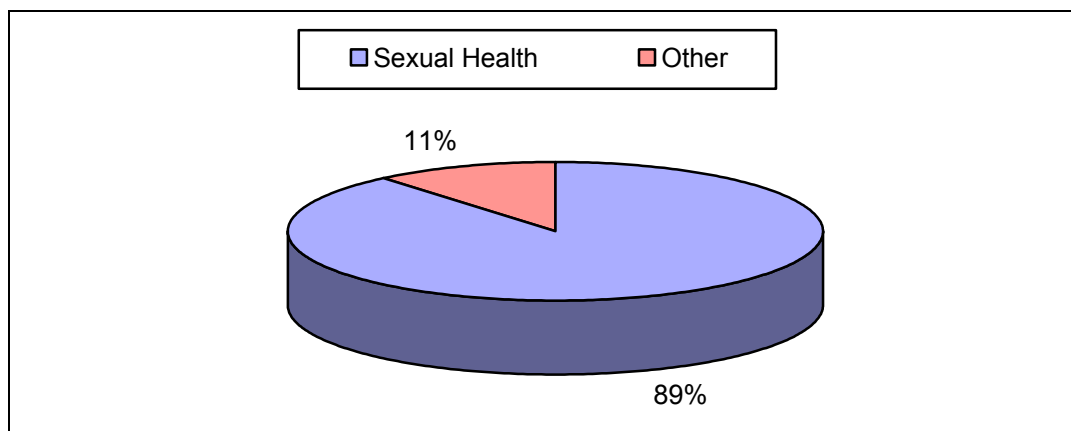
RECALL AND AWARENESS OF CURRENT
CHLAMYDIA SEXUAL HEALTH CAMPAIGN

4.1 Introduction:

This section details respondents who were aware of the Sexual Health posters, both unprompted and prompted. It also identifies respondents who were able to recall the subject matter of the poster and any additional information from the poster.

4.2 Unprompted Awareness of Poster Type:

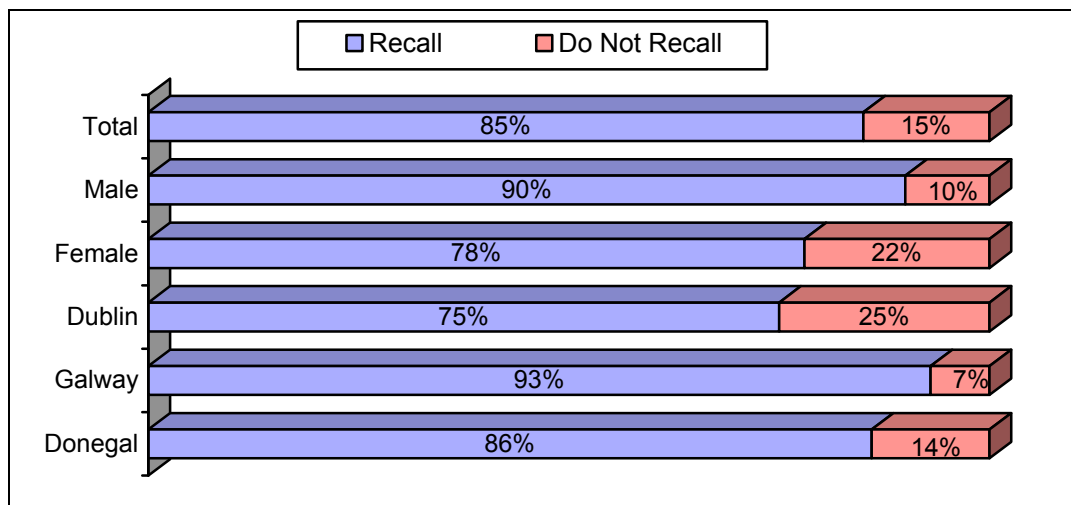
Figure 10: Awareness of Poster (Unprompted)



Base: 254 Respondents

Figure 10 illustrates the unprompted awareness of the Chlamydia/Syphilis poster. Eighty-nine percent of respondents were able to recall Sexual Health as the subject matter of the poster they saw in the bathroom. Awareness of the poster was slightly higher amongst females (49 percent) than males (40 percent).

Figure 11: Recall of Sexual Health Poster by Gender and Location (Verbal Prompt)



Base: 64 Respondents

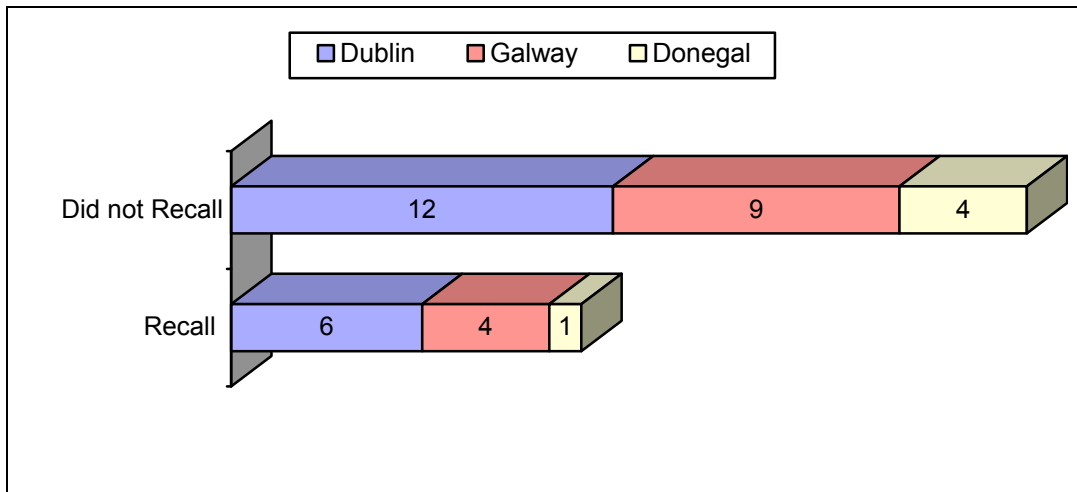
As represented by Figure 11, of the 75 respondents who required a prompt, 85 percent were able to recall the Chlamydia/Syphilis poster with a verbal prompt while 15 percent of respondents required a further visual prompt to recall the poster.

In Donegal, 61 percent of respondents were still unfamiliar with the poster after a verbal prompt. This is in contrast with 24 percent from Dublin, who did not recall the poster after a verbal prompt.

Regarding gender, slightly more females (65 per cent) were aware of the poster following a verbal prompt than males (58 percent).

All respondents were able to recall the poster after a visual prompt.

Figure 12: Recall of Sexual Health Poster by Location (Visual Prompt)

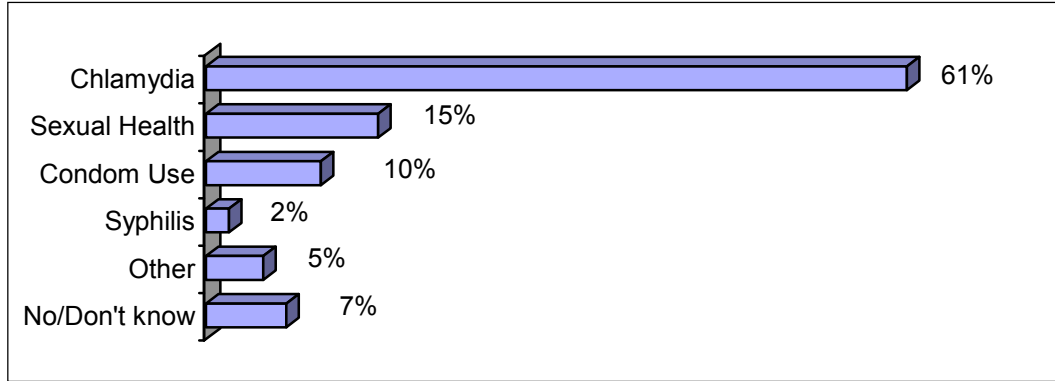


Number of Respondents: 36

Figure 12 shows the breakdown of 15 percent of respondents by location who required a further visual prompt. While conducting the questionnaires, a manual count was kept of the public who were unfamiliar with the poster after both verbal and visual prompt. The total number was 25.

4.3 Unprompted Awareness of Poster Message:

Figure 13: Awareness of Poster Message (Unprompted)



Base: 298 Respondents

Missing Value: 2 Respondents

It can clearly be seen from Figure 13 that the majority of respondents (61 percent) were able to correctly identify Chlamydia as the primary message of the poster. This was closely followed by Sexual Health (15 percent) and Condom Use (10 percent), both of which are sub-messages of the poster.

When broken down by gender, no significant results were found. Sixty-six percent of respondents who were able to identify Chlamydia as the primary message were females compared to 55 percent males.

4.4 Unprompted Awareness of other Poster Details:

Respondents were then asked if they could recall any further information from the poster.

Table 2: Awareness of other Details from the Poster (Unprompted)

Details from Poster	Percentage of Respondents
I don't know I did not read the full poster	40
Condoms help protect against STIs	11
Chlamydia is one of the most common forms of STIs	8
Anyone can contract Chlamydia	6
Chlamydia does not always show symptoms	5
Condoms help protect against Chlamydia	4
General condom information	3
General STI information	3
Sex	1
Pregnancy	1
Syphilis can be caught through unprotected sex	1
Syphilis can be caught through unprotected oral sex	1
Other	21

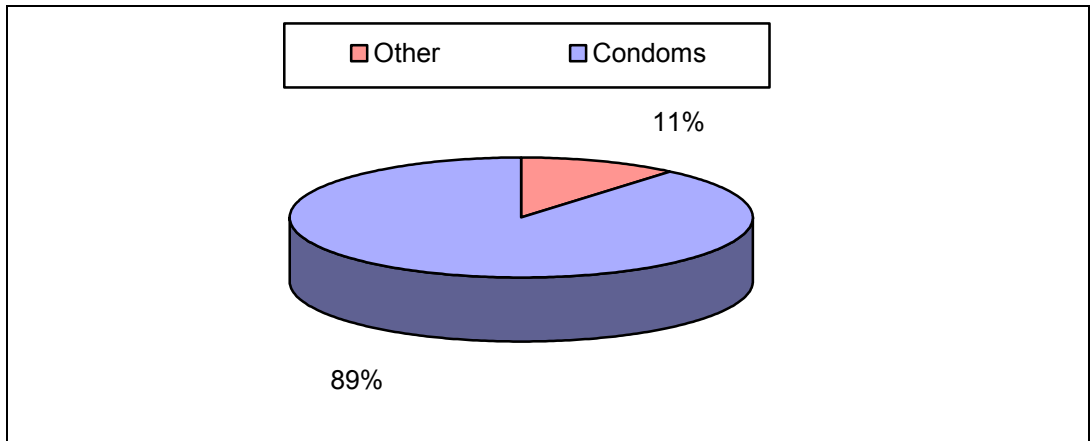
Base: 300 Respondents

Multiple Responses Allowed

Table 2 illustrates that 40 percent of respondents did not read the full poster content, and therefore could not recall any further details.

This, however, could be compared to a later question on the questionnaire where 53 percent of respondents could recall seeing contact information on the poster. As a result of seeing the poster, 89 percent of respondents were able to identify condoms as the best form of protection against Chlamydia/Syphilis.

Figure 14: Awareness of the best form of Protection against Chlamydia/Syphilis



Base: 300 People

SECTION FIVE:

INTERACTION WITH CURRENT CHLAMYDIA
SEXUAL HEALTH CAMPAIGN

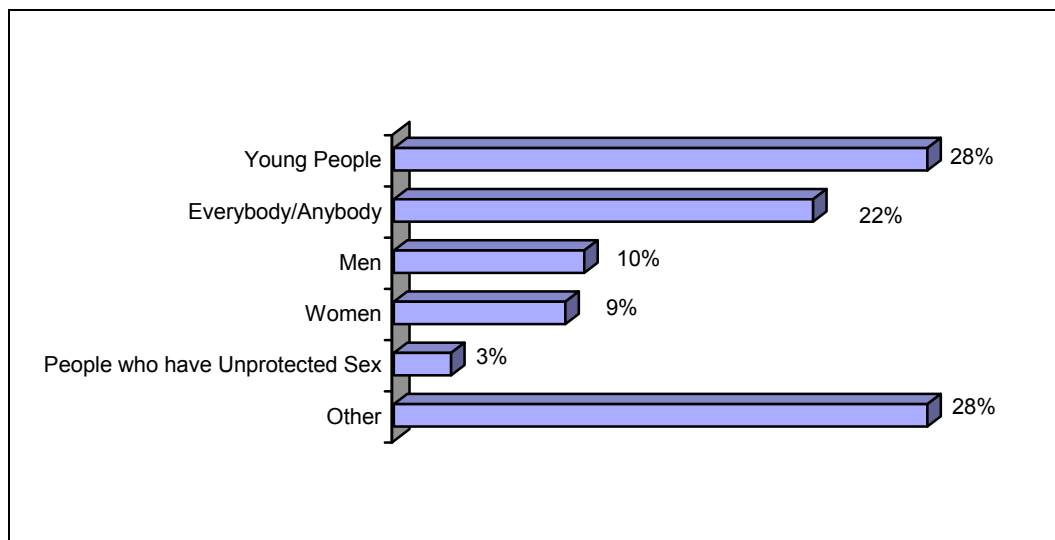
5.1 Introduction:

This section investigates respondents' interaction with the current Chlamydia Sexual Health Campaign by examining the perceived target audience, the awareness of contact information (including take away cards) and peer interaction regarding the campaign.

5.2 Perceived Target Audience:

Respondents' perceptions of target audiences for the poster are presented below in Figure 15, in order of prevalence.

Figure 15: Perceived Target Audience



Base: 300 Respondents

The 'Other' category includes: students, sexually active people; gay men/gay women and people who have Chlamydia.

Participants' responses varied with age and gender. Males were more likely to believe that the message was targeted at them and females were similarly more likely to believe that the message was intended for women.

Table 3: Perceived Target Audience by Gender and Age

Who is the Poster Targeting?	Male	Female	18-25 Years	26-35 Years
Young People	13%	15%	23%	5%
Everybody/Anybody	9%	12%	18%	4%
Men	9%	2%	7%	3%
Women	1%	8%	8%	1%
People who have unprotected sex	2%	1%	2%	1%
Other	13%	15%	24%	4%

Base: 300 Respondents

Respondents in the 18-25 age category perceived the poster to be targeting young people, with only a small percentage of the 26-35 age category perceiving the campaign to be aimed at young people. This shows the tendency for each particular age or gender group to perceive that the message was intended for 'them'.

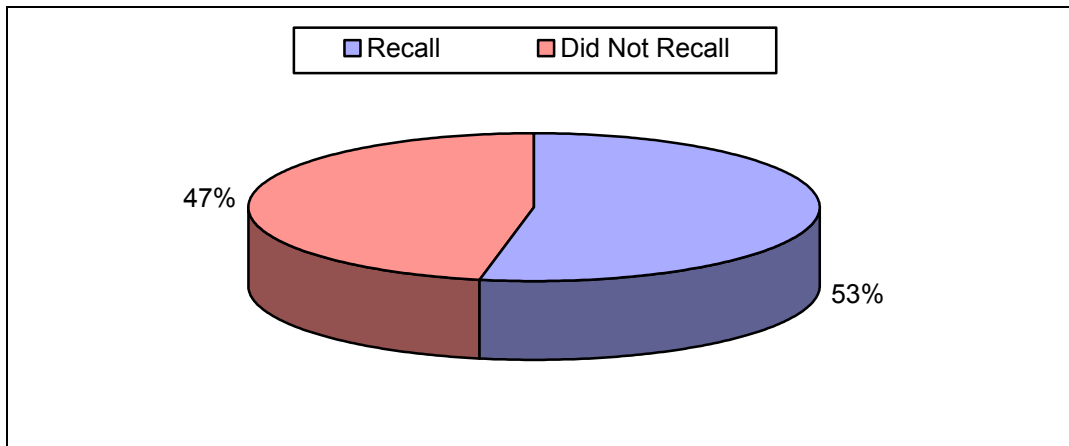
The messages were not perceived to be targeted at specific groups such as 'people who have unprotected sex' or 'gay men/women' or 'people with Chlamydia'. The analysis, therefore, suggests that respondents identified with the messages and were unlikely to resist or dismiss messages on the basis that they were intended for 'other groups' in society.

5.3 Interaction with Message:

Respondents were asked a number of questions to determine their interaction with the poster:

- "Do you recall seeing any contact information on the poster?"
- "Have you ever used any of the telephone numbers listed on the poster?"
- "How likely would you be to call one of the numbers listed on the poster if you needed information in relation to the content?"
- "Did you notice any take-away cards attached to the Sexual Health poster?"
- "Did you ever take a card?"

Figure 16: Recall of Contact Information



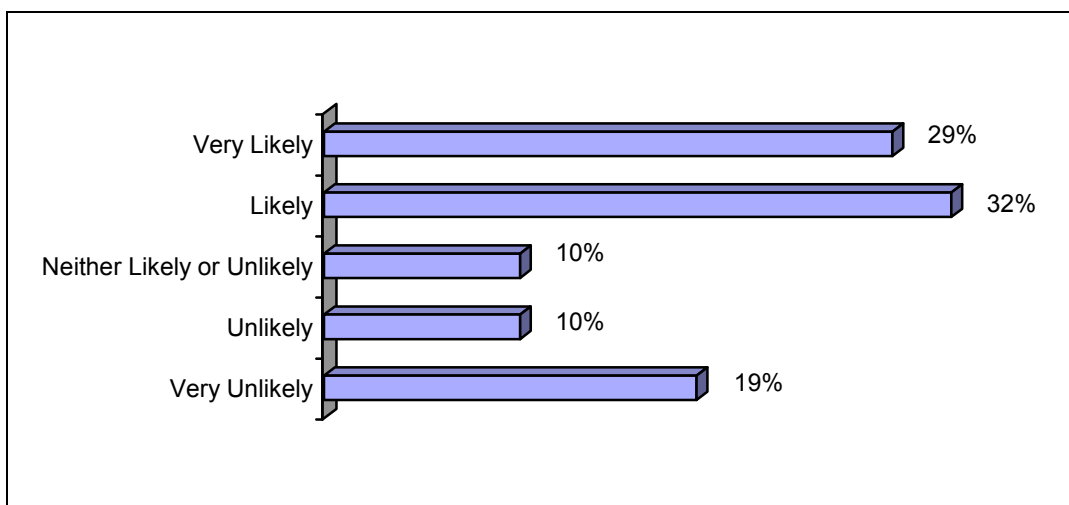
Base: 300 Respondents

As detailed in Figure 16, just over half of respondents (53 percent) were able to recall seeing contact information. However, only a small percentage (6 percent) of respondents previously used the contact information for help, information or advice. It is important to note, that due to the sensitive nature of the question, and unwillingness of respondents to admit using the contact details, this may not be an accurate reflection.

In an attempt to eliminate any inaccuracies caused by the sensitive nature of the question, a general question regarding possible future use of these numbers was asked. Respondents were asked to rate their likelihood of using the contact number on a scale from one to five.

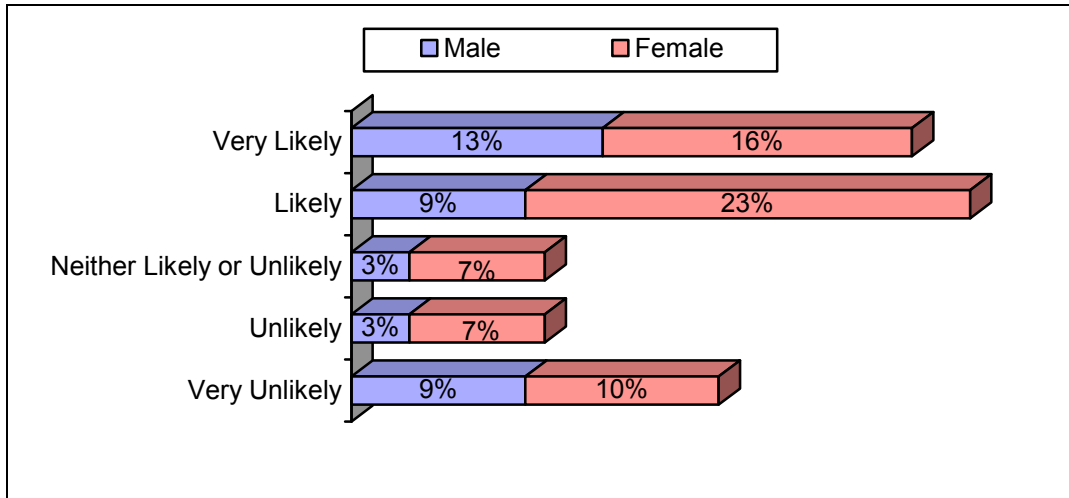
“How likely would you be to call one of the numbers listed on the poster if you needed information in relation to the content?”

Figure 17: Likelihood of Respondents to use Contact Numbers in the Future



Base: 149 Respondents

Figure 18: Likelihood to use Contact Number in the Future by Gender

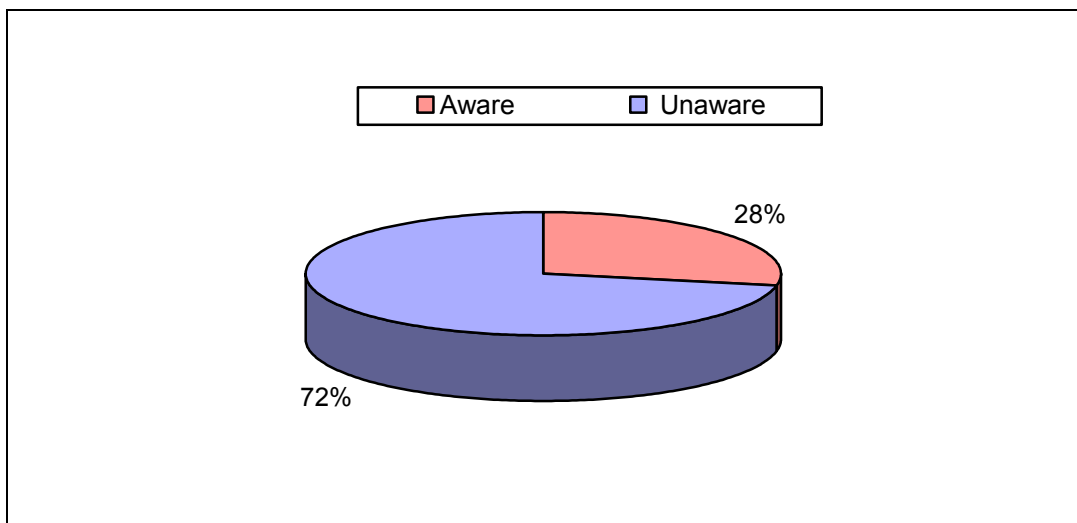


Base: 149 Respondents

When categorised by gender, considerable differences arose. Only 22 percent of males stated they would be likely or very likely to use the contact numbers in the future compared to 39 percent of females. This is illustrated in Figure 18. Again, however, these differences may be due to the sensitive nature of the question and the possibility that males would be more embarrassed to admit to possibly using the numbers in the future.

To assess respondents' interaction with the advertisement it was important to determine their awareness of the take-away cards attached to the advertisement.

Figure 19: Awareness of Take-Away Cards Attached to the Sexual Health Poster



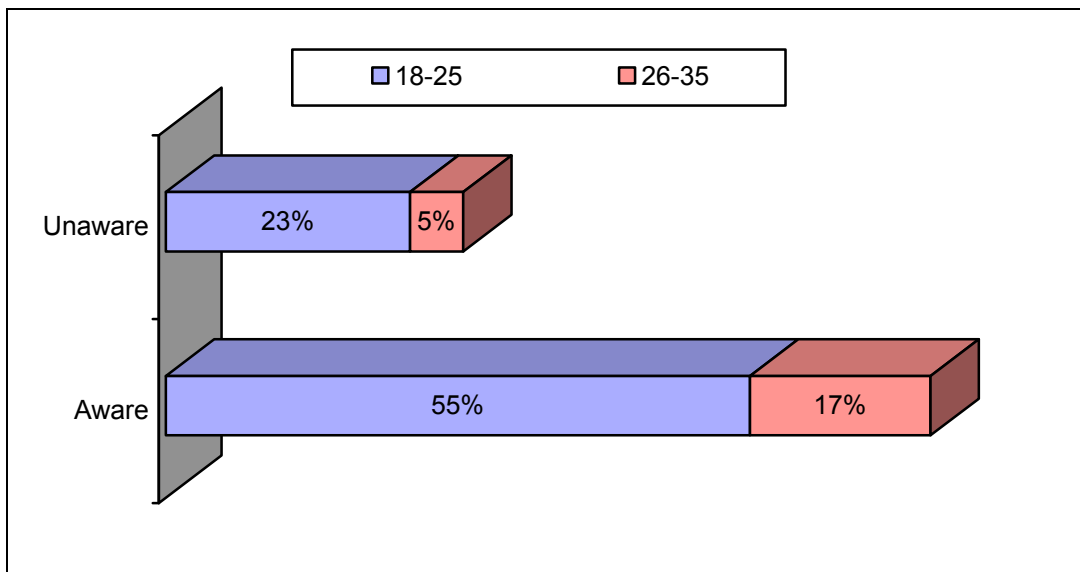
Base: 295 Respondents

Missing Value: 5 Respondents

A significantly low percentage (28 percent) of respondents were aware of the take away cards attached to the advertisement, compared with the high rate of respondents who were able to recall the campaign posters and campaign topic.

It is important to note, however, that the low recall level could be attributed to factors outside the control of either the respondents or researchers. In some locations, there was no provision for take-away cards while in others, there were no cards left in the dispenser.

Figure 20: Recall of Take Away Cards by Age



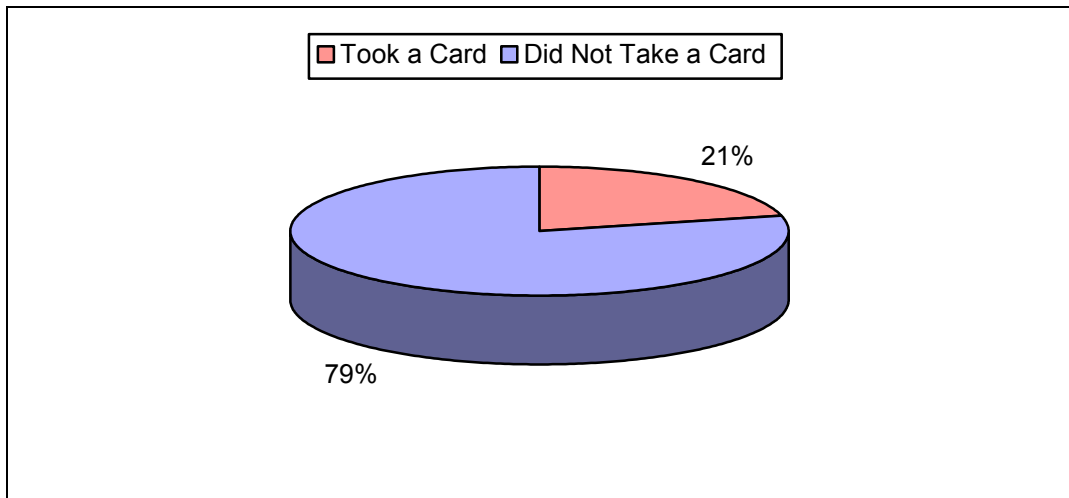
Base: 295 Respondents

Missing Value: 5 Respondents

Figure 20 illustrates the age breakdown for awareness of contact information. An interesting finding is the higher percentage recall of take-away information amongst respondents in the older age category (17 percent) compared to that of the younger age category (5 percent).

There is little difference between recall of take-away cards amongst gender. The only significant finding relates to respondents who are aware of the cards with males representing 38 percent of the total figure.

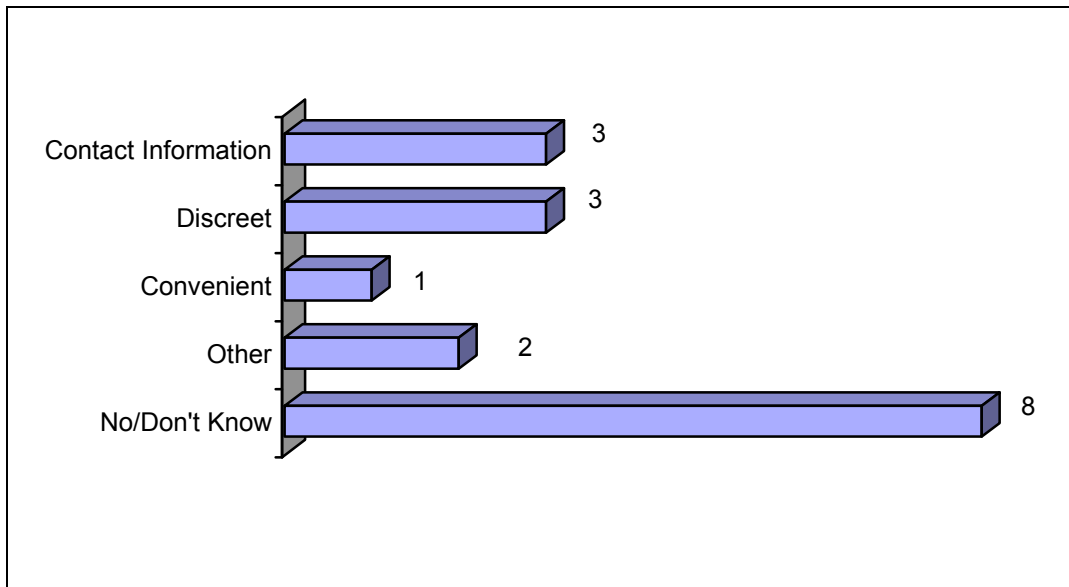
Figure 21: Did you take a Card?



Base: 83 Respondents

Of the respondents who were aware of the availability of take away cards attached to the advertisement, 21 percent of respondents admitted to taking one of the cards. This low result was expected due to the sensitive nature of the question.

Figure 22: What did you Find Useful about the Take-away Information?



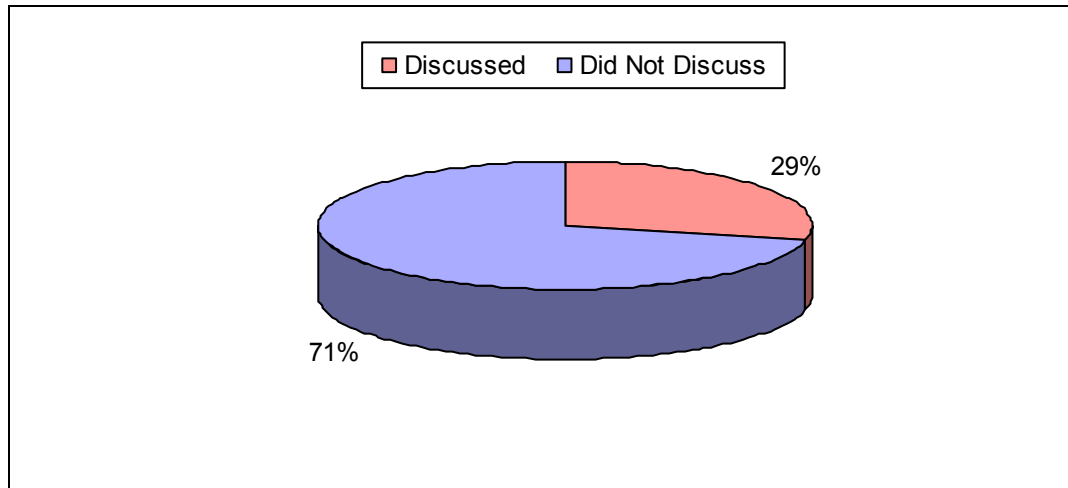
Number of Respondents: 17

Of those that admitted taking a card, a large number of the 17 respondents were unable to answer what they found useful in the cards as they had just taken one and had not read it yet.

5.4 Peer Interaction:

This section investigates respondents' peer interaction regarding the poster, whether they have discussed the poster with friends and how likely they would be to discuss it with friends in the future. This is illustrated in Figure 23 below.

Figure 23: Respondents who have Discussed the Poster with a Friend in the Past

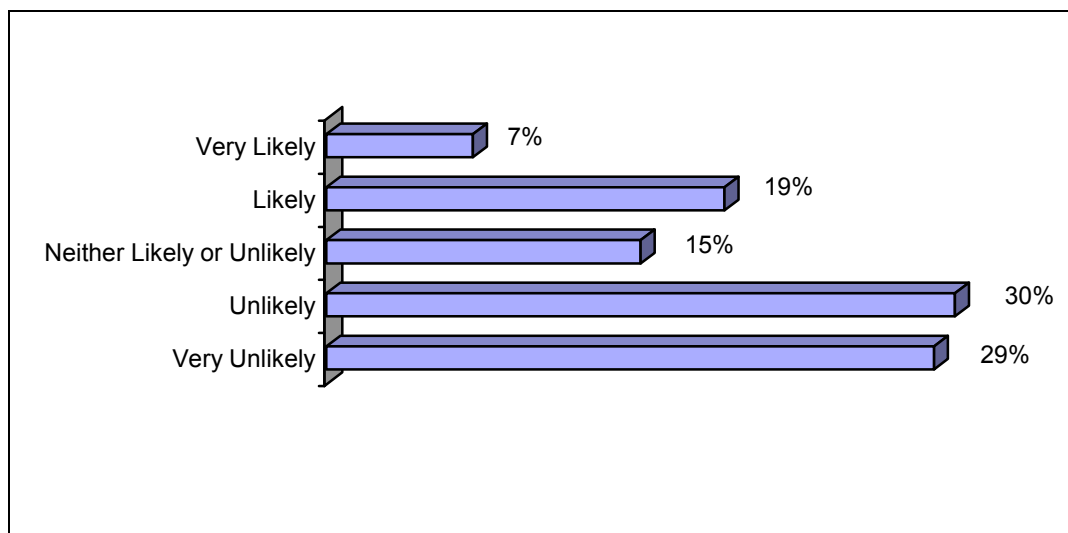


Base: 300 People

There is no significant difference between gender when asked whether they have discussed the poster with a friend.

Respondents who said they have not discussed the poster with a friend were then asked to state how likely or unlikely they would be to discuss the poster in the future.

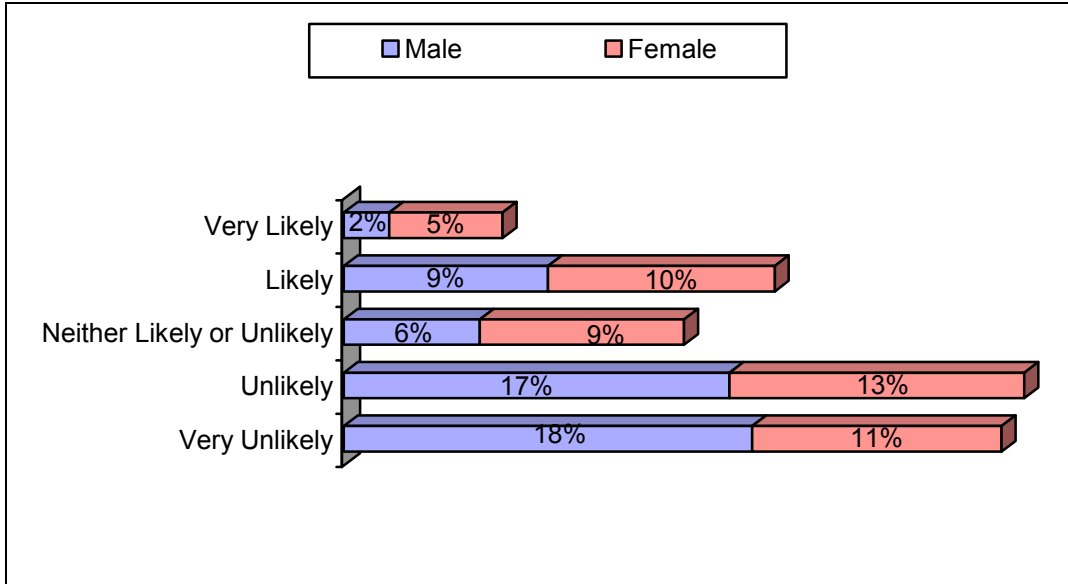
Figure 24: Likelihood of Respondents to Discuss Poster with a Friend in Future



Base: 213 Respondents

The majority of respondents (59 percent) were unlikely or very unlikely to discuss the poster at any time in the future with their peers.

Figure 25: Likelihood to Discuss Poster with a Friend in Future by Gender

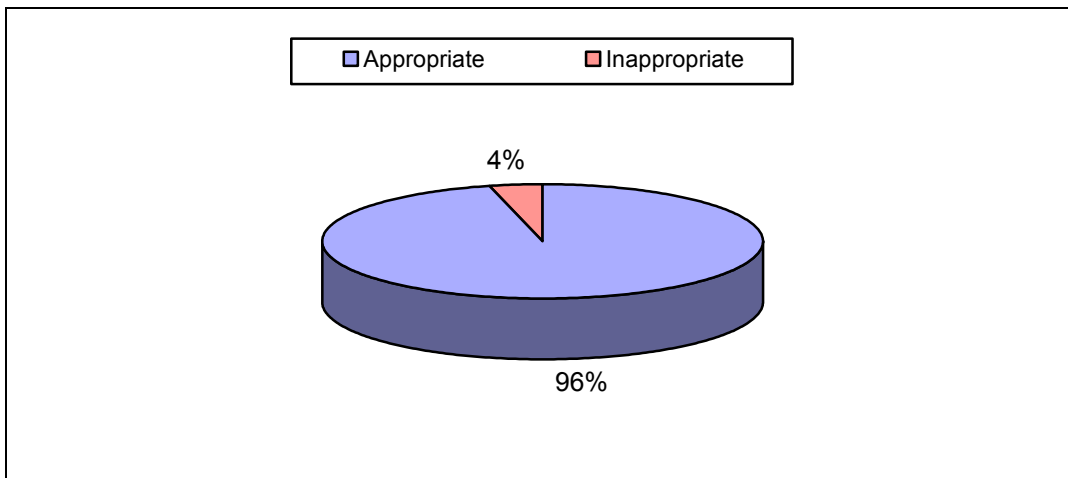


Base: 213 Respondents

When examining the likelihood to discuss the poster with a friend by gender, males represent 35 percent of those not willing to discuss the poster with a friend in the future, compared to 24 percent of females.

5.5 Attitudes towards the Poster:

Figure 26: Appropriate Venue to Communicate Sexual Health



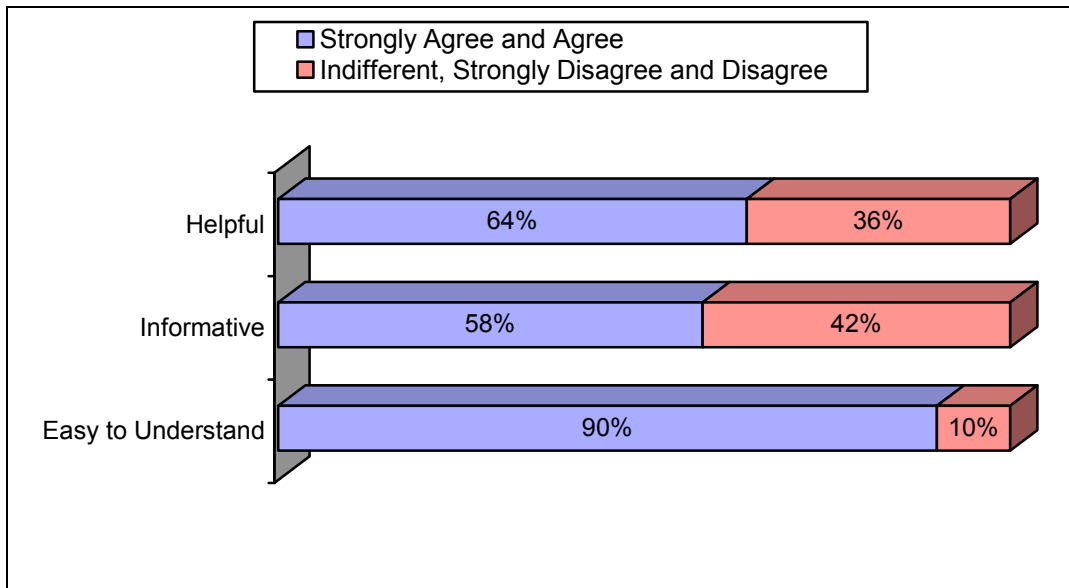
Base: 300 Respondents

When asked whether the bathroom was an appropriate venue to communicate Sexual Health, an overwhelming majority of respondents indicated it was. This is illustrated above in Figure 26. No significant differences were found between gender and location.

Four percent of respondents who felt it was an inappropriate venue to communicate sexual health stated reasons such as:

- It would be embarrassing to be seen reading such posters in public;
- It is too sensitive an issue to display in bathrooms;
- People would be drunk so they would not pay attention to the posters.

Figure 27: Respondents' Attitudes towards Poster



Base: 300 Respondents

In general, respondents held positive attitudes towards the Sexual Health poster. Respondents found the poster to be helpful (64 percent), informative (58 percent) with an overwhelming majority finding it easy to understand (90 percent).

There was no significant difference in respondents' opinion in relation to the poster as regards age, gender or location.

SECTION SIX:

SYPHILIS POSTER CAMPAIGN

6.1 Introduction:

To analyse the Current Syphilis poster campaign, ten questionnaires were conducted with patrons of a gay venue where the posters were displayed. The following are the results of the analysis:

- Eight out of 10 respondents were able to correctly identify Sexual Health as the subject of the poster without any prompt;
- When given a verbal prompt, the remaining two respondents were aware of the Sexual Health poster;
- No respondents required a visual prompt;
- All respondents were familiar with Chlamydia, Syphilis and HIV/AIDS, prior to seeing the poster;
- Only four of the 10 respondents became aware of Chlamydia or Syphilis through sex education in school. The remaining six became aware of the STI through friends or a newspaper;
- When asked the subject matter of the poster:
 - Four males identified the poster as Syphilis;
 - The remaining three males identified the subject as Sexual Health, STIs or Safe Sex;
 - Two females identified the subject as Chlamydia;
 - The remaining one female mentioned condoms as the poster subject.
- All 10 respondents could recall additional details from the poster, such as:
 - Syphilis can be caught through unprotected sex;
 - Condoms help protect against Syphilis.
- All 10 respondents found the posters easy to understand, informative and helpful;
- Eight of the 10 respondents were able to recall contact information on the poster;
- Only one respondent was aware of any take-away cards attached to the poster;
- When asked who the poster was targeting:
 - Four respondents felt it was targeting everybody (two males, two females);
 - Two respondents thought the poster was targeting young people (one male, one female);
 - Two males felt the poster targeted gay men;
 - The remaining two males thought the poster was targeted at people who have unprotected sex.
- All 10 respondents were able to identify condoms as the best form of protection against Chlamydia and Syphilis.

SECTION SEVEN:

CONCLUSIONS

Based on the research findings compiled by the UCD Marketing Development Programme, the following conclusions can be drawn:

- Although a large percentage of respondents recall the campaign topic Chlamydia, there was low recall of any particular details from the poster. Only 11 percent remembered that condoms can help protect against STIs, only 8 percent remembered that Chlamydia is the most common form of STIs and only 5 percent were able to recall that Chlamydia does not show symptoms. Again this low rate of recall of specific details could be due to the short length of time respondents are in contact with the posters.
- Respondents identified with the message contained in the poster and were unlikely to resist or dismiss the messages on the basis that they were intended for 'other groups' in society.
- Just over half of respondents (53 percent) were able to recall seeing some form of contact information (either telephone number or email address) at the bottom of the poster. This is a surprisingly high percentage given the small print of the contact information and the short length of time that respondents would be in contact with the advertisement whilst in the bathroom.
- Of the respondents who were aware of the availability of take away cards attached to the advertisement, only 21 percent admitted to taking one of the cards. This was expected to be low as people were reluctant to admit to taking a card. Also, it should be noted that the take away cards were attached to the advertisements outside the cubicles, not the ones on the back of the door inside the cubicle, so people may not want to be seen taking a card.
- Twenty-three percent of respondents in the 18-25 age category perceived the poster to be targeting young people, while only 5 percent of the 26-35 age category believed the poster was targeting young people.
- Males believed that the posters were targeting them, as the campaign was displayed in the male toilets. Females also believed the poster was targeting them, as the campaign was displayed in female toilets.

SECTION EIGHT:

RECOMMENDATIONS

Based on the research findings compiled by the UCD Marketing Development Programme, the following recommendations can be made:

- The size of the writing at the bottom of the poster discouraged respondents from reading the information contained in that section. It is therefore proposed that the font size be increased to improve the likelihood of the information being read;
- It is proposed that details of how Chlamydia is contracted, symptoms of the STI, and graphic images of the effects of Chlamydia be added to the poster to increase its effectiveness;
- It is further recommended that details of the negative effects caused by Chlamydia/Syphilis be added to the posters to highlight the danger of unprotected sex;
- It is recommended that more posters be added that can facilitate take-away cards as the dispensers that were attached were empty.

APPENDIX ONE:

ASSIGNMENT BRIEF

APPENDIX TWO:

RESEARCH INSTRUMENT

Good morning/afternoon, my name is _____ and I am conducting research on behalf of the Marketing Development Programme, UCD. I would appreciate it if you would spare a few minutes to answer some questions.

Section A: Introduction

- 1) We would like to talk to people who fall into particular age brackets, would you mind telling me which of the following age categories you fall into?

18-25	1
26-35	2
36+	3

(If under 18 years old or over 35 years old, terminate questionnaire)

- 2) Have you used the bathroom facilities here today?

Yes	1
No	2

(If no, terminate questionnaire)

Section B: Poster Awareness

- 3) Can you remember seeing any posters on the walls or anywhere else in the bathroom, or not?

Yes	1
No	2

(If no, skip to question 5)

- 4) What posters did you see?

Other

Sexual Health (anything relating to sexual health)	1
Other	2

(If answer Sexual Health, skip to question 7)

- 5) Can you remember seeing a poster for Sexual Health in the bathroom, or not?

Yes	1
No	2

(If yes, skip to question 7)

- 6) Can you remember seeing this poster in the bathroom, or not?

(Showcard 1, poster without text)

(If no, terminate questionnaire)

Yes	1
No	2

Section C: Message Recall

7) Can you remember what message the poster was communicating, or not?

(Unprompted)

Other

Sexual Health	1
Chlamydia	2
Syphilis	3
Condom Use	4
Drugs	5
No/Don't Know	6
Other	7

In fact, the poster relates to the Sexually Transmitted Infection, Chlamydia/Syphilis.

8) Can you remember any (other) details from the poster, or not?
(Unprompted)

Condoms help protect against STIs	1
Condoms help protect against Chlamydia / Syphilis	2
Chlamydia does not always show symptoms	3
Anyone can contract Chlamydia / Syphilis	4
Chlamydia is one of the most common forms of STIs	5
Syphilis can be caught through unprotected sex	6
Syphilis can be caught through unprotected oral sex	7
No – Did not read full poster	8
General Condom Information (Please Specify)	9
General STI Information (Please Specify)	10
Sex (Please Specify)	11
Pregnancy (Please Specify)	12
Other (Please Specify)	13

Multiple Responses Allowed

The poster also tells you how to protect yourself against infection from Chlamydia/Syphilis.

- 9) From what you remember on the poster, can you please indicate your level of agreement with the following statements:

(Showcard 2)

	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
I think the poster is easy to understand	1	2	3	4	5
I don't think the poster is informative	1	2	3	4	5
I think the poster is helpful	1	2	3	4	5

- 10) Do you think it is appropriate to communicate sexual health messages in the bathrooms in this way?

Yes	1
No	2

If no, why?

- 11) Do you recall seeing any contact information on the poster?

Yes	1
No	2

(If no, Skip to question 14)

- 12) Have you ever used any of the telephone numbers listed on the poster?

Yes	1
No	2

(If yes, skip to question 14)

- 13) How likely would you be to call one of the numbers listed on the poster if you needed information in relation to the content?

Very Likely	1
Likely	2
Neither Likely or Unlikely	3
Unlikely	4
Very Unlikely	5

(Showcard 3)

<p>14) Who, in your opinion, is the poster aimed at?</p> <p><i>(Unprompted)</i> <i>(Multiple Responses Allowed)</i></p> <p>Other</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	Everybody / Anybody	1
	Men	2
	Gay men	3
	Women	4
	Gay women	5
	Young people	6
	People who have unprotected sex	7
	People who have Chlamydia	8
	People who have Syphilis	9
	People who have any STIs	10
	Don't know	11
	Other	12

Section D: Take Away Information

<p>15) Did you notice any take-away cards attached to the Sexual Health poster?</p> <p><i>(If no, skip to question 18)</i></p>	Yes	1
	No	2

<p>16) Did you take one of the cards?</p> <p><i>(If no, skip to question 18)</i></p>	Yes	1
	No	2

<p>17) What did you find useful about the take-away information?</p> <p><i>(Unprompted)</i></p> <p>Other</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	Contact Information	1
	Discreet	2
	Convenient	3
	Don't Know – Didn't read it yet	4
	Other	5

Section E: Peer Interaction

18) Have you discussed the poster with a friend?

Yes	1
No	2

(If yes, skip to question 20)

19) How likely would you be to discuss this poster with a friend?

Very Likely	1
Likely	2
Neither Likely or Unlikely	3
Unlikely	4
Very Unlikely	5

(Showcard 3)

Section F: STI Awareness

20) Before seeing this poster, which Sexually Transmitted Infections did you know of, if any?

Chlamydia	1
Syphilis	2
HIV/AIDS	3
Gonorrhoea	4
Genital Warts	5
Herpes	6
Hepatitis	7
None	8
Other	9

(Multiple Response Allowed)

(Unprompted)

Other

(If answered Chlamydia/Syphilis, skip to question 22)

21) Had you ever heard of the Sexually Transmitted Infection, Chlamydia/Syphilis prior to seeing this poster or not?

Yes	1
No	2

(If no, skip to question 25)

22) Where did you first hear about Chlamydia/Syphilis? <i>(Unprompted)</i> Other _____ _____ _____ _____	Doctor / Health Practitioner	1
	Sex Education in School / College	2
	Friend	3
	Family Member	4
	Advertising Campaign	5
	Newspaper / Magazine	6
	Radio	7
	TV	8
	Other	9

23) Did the poster you saw in the bathroom tell you anything new about Chlamydia/Syphilis? <i>(If no, skip to question 25)</i>	Yes	1
	No	2

24) If yes, what new information did the poster provide? <i>(Unprompted)</i> Other _____ _____ _____ _____ _____ _____	Condoms help protect against STIs	1
	Condoms help protect against Chlamydia / Syphilis and other STIs	2
	Chlamydia does not always show symptoms	3
	Chlamydia is one of the most common forms of STIs	4
	Anyone can contract Chlamydia/Syphilis	5
	Syphilis can be caught through unprotected oral sex	6
	Syphilis can be caught through unprotected sex	7
	Other	8

25) Having seen this poster, what would you say is the best form of protection against Chlamydia/Syphilis? Other _____ _____	Condoms	1
	Other	2

26) Is there anything else you feel could have been included in the poster?

Section G: Classification

27) Gender

Male	1
Female	2

28) What is your work status?

Working Full-time	1
Working Part-time	2
Not working outside the home	3
Retired	4
Student	5
Unemployed	6

29) What is the occupation for the head of household?

A	1
B	2
C1	3
C2	4
D	5
E	6
F1	7
F2	8

30) Venue

Pub	1
Club	2
Gay Venue	3
College	4

31) Name of Venue:

32) Location

Dublin	1
Galway	2
Donegal	3