



Convenience Advertising

Convenience Advertising-Binge Drinking

Poster Evaluation

Combined Summary Report



Millward Brown Ulster

October 2007

INTRODUCTION

- This report summarizes evaluations of poster campaigns for Binge Drinking across the 3 Health Board areas, Western, Northern and Southern
- In the Western and Northern Health Board areas, the same poster was used while the Southern Board used a different visual
- Comparisons have been made across areas and only for the key questions however it should be noted that these are indicative only as there were a number of differing factors, for example different sample sizes/ Posters used, meaning that we are not comparing 'like with like'
- The key areas combined are;
 - Recall of the poster
 - Message recall
 - Opinion of poster
 - Appropriateness of poster
 - Change in knowledge

Poster recall

PROMPTED RECALL OF BINGE DRINKING POSTER

[Base: All Respondents – $n=201$]



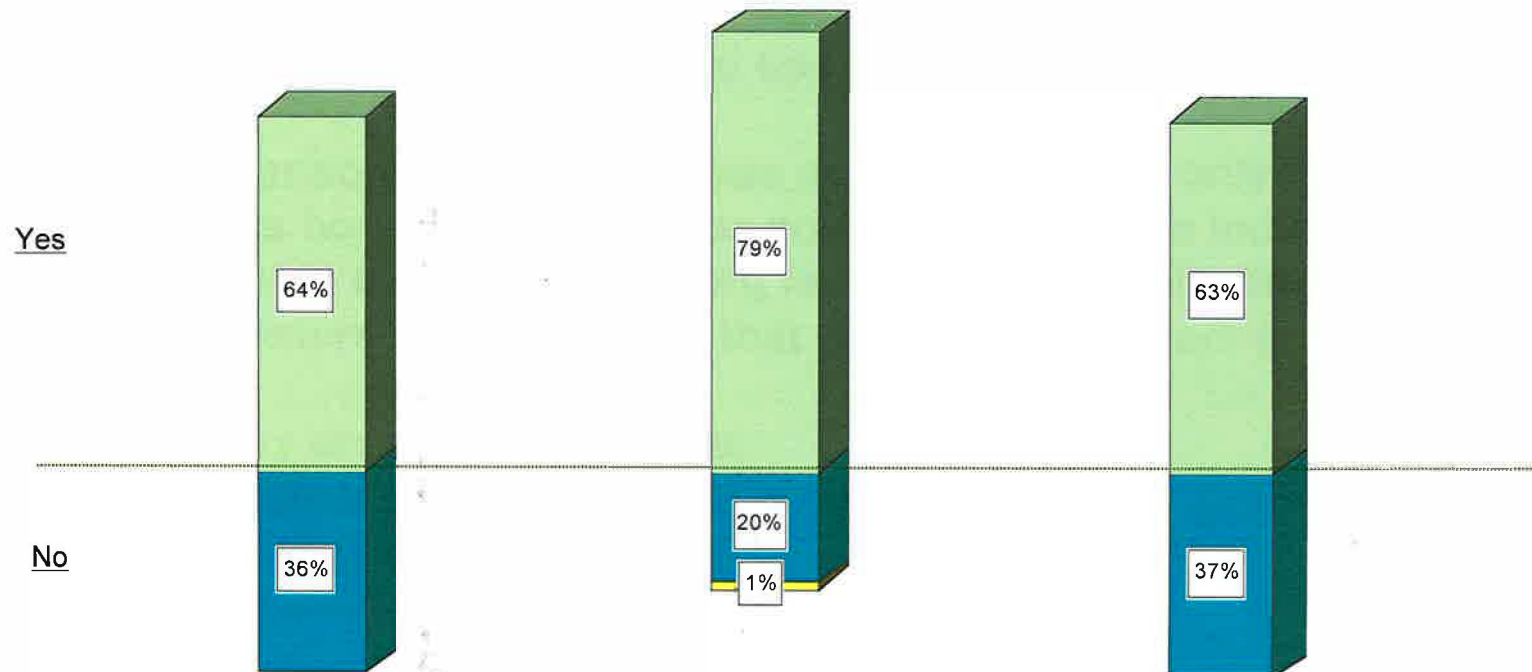
Western Board



Northern Board



Southern Board



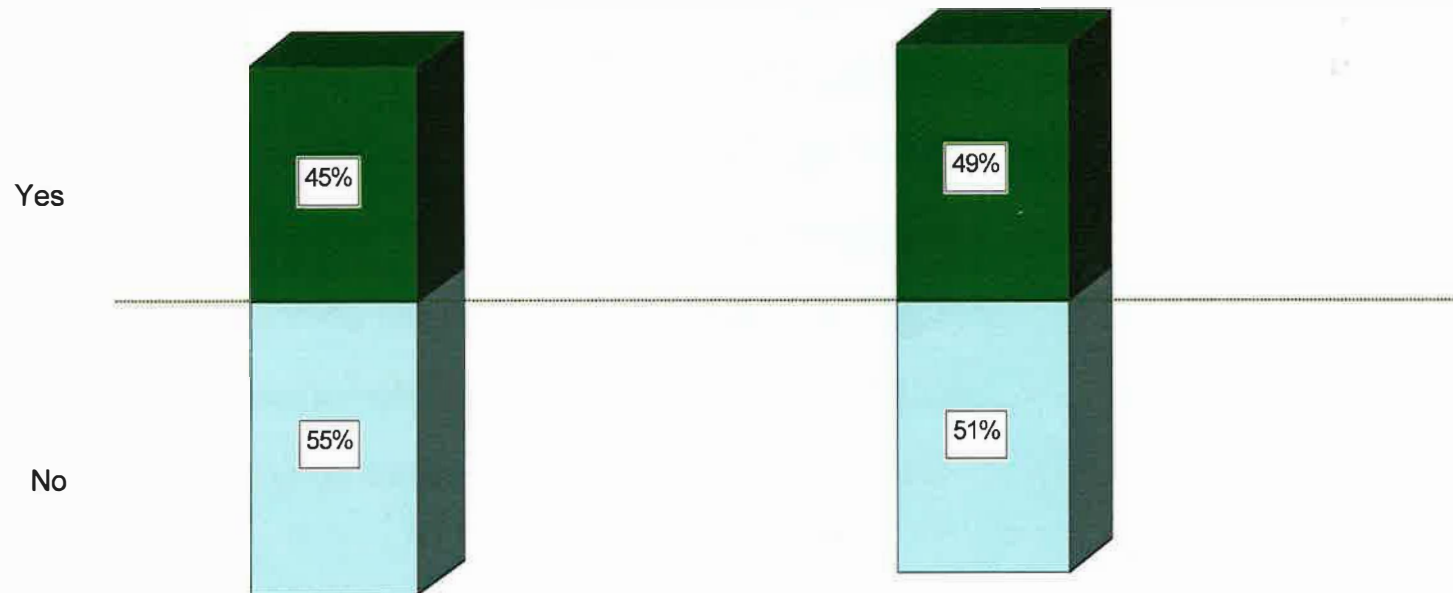
RECALL SEEING ANY CONTACT INFORMATION ON POSTER



Western Board

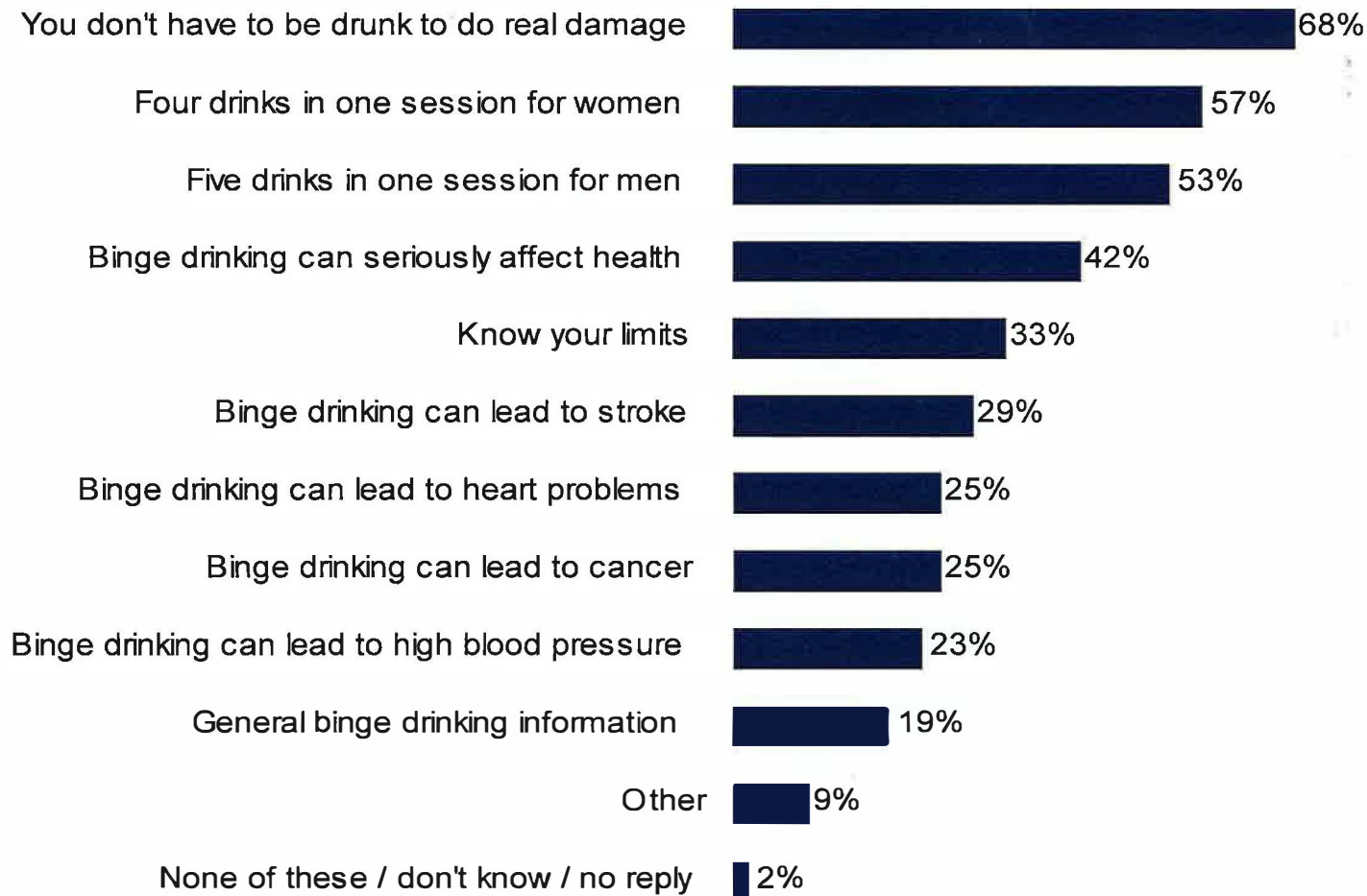


Northern Board



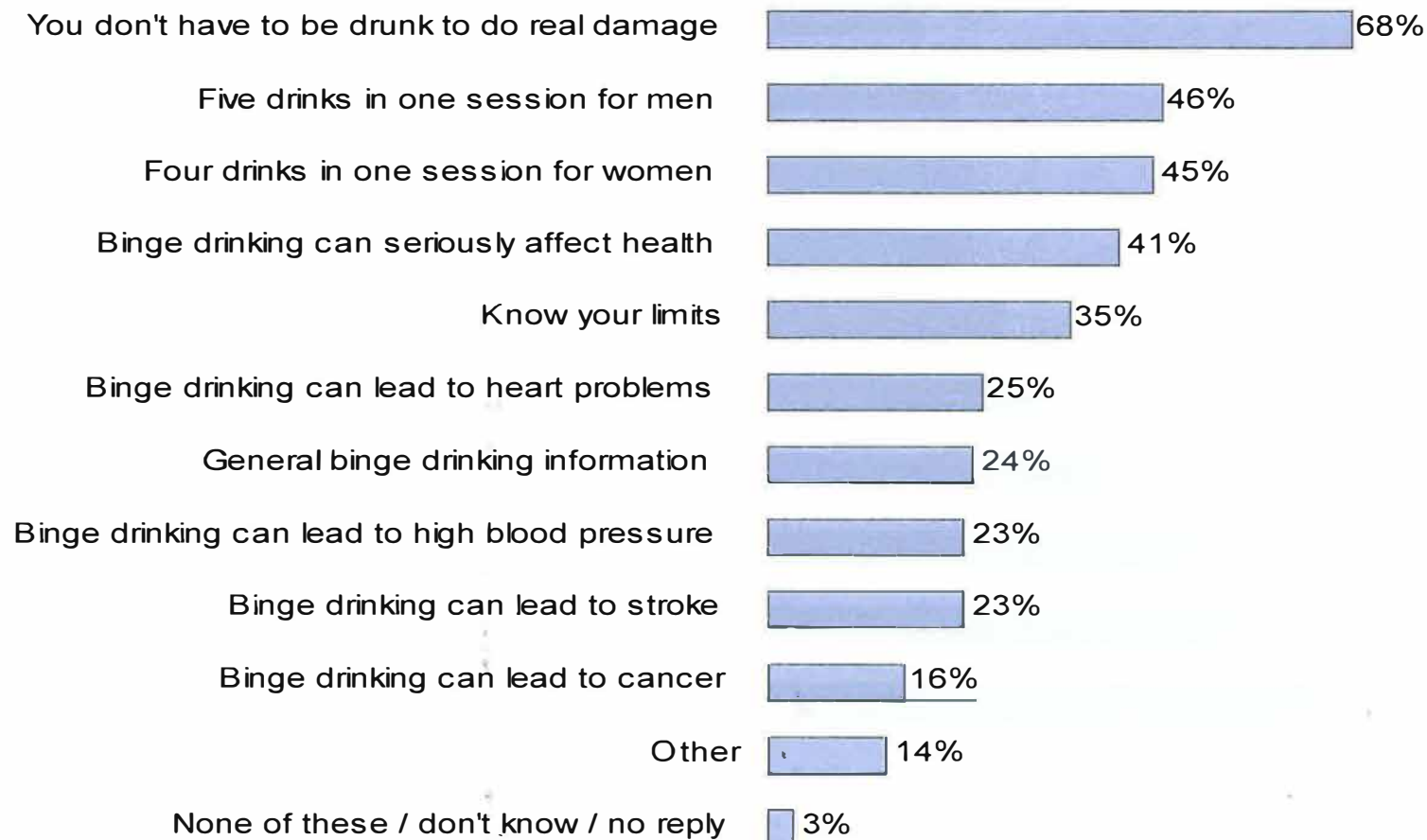
Message recall

MESSAGE POSTER WAS TRYING TO COMMUNICATE – TOTAL MENTIONS [Western Board]

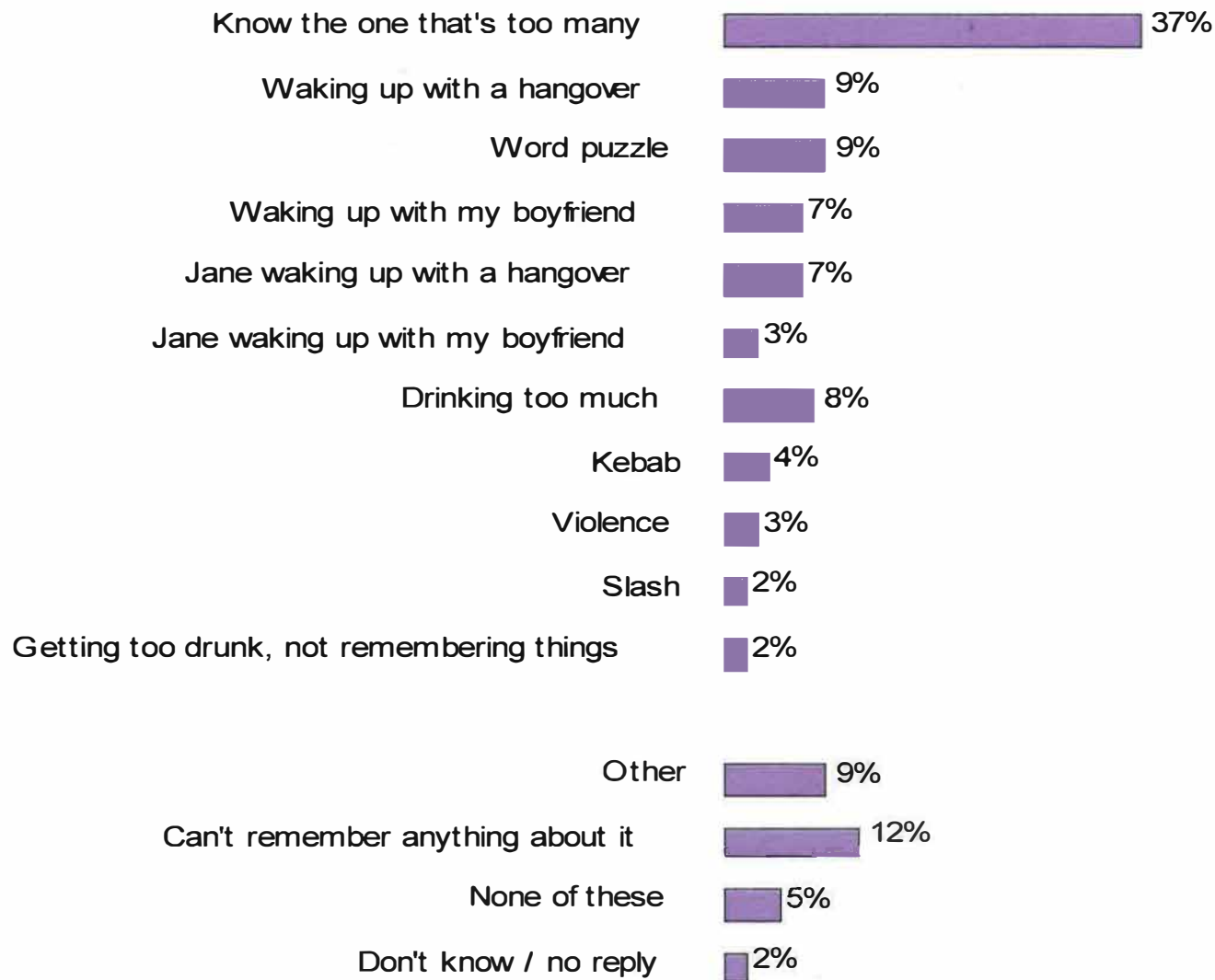


MESSAGE POSTER WAS TRYING TO COMMUNICATE – TOTAL MENTIONS

[Northern Board]



MESSAGE POSTER WAS TRYING TO COMMUNICATE (2 posters used) [Southern Board]



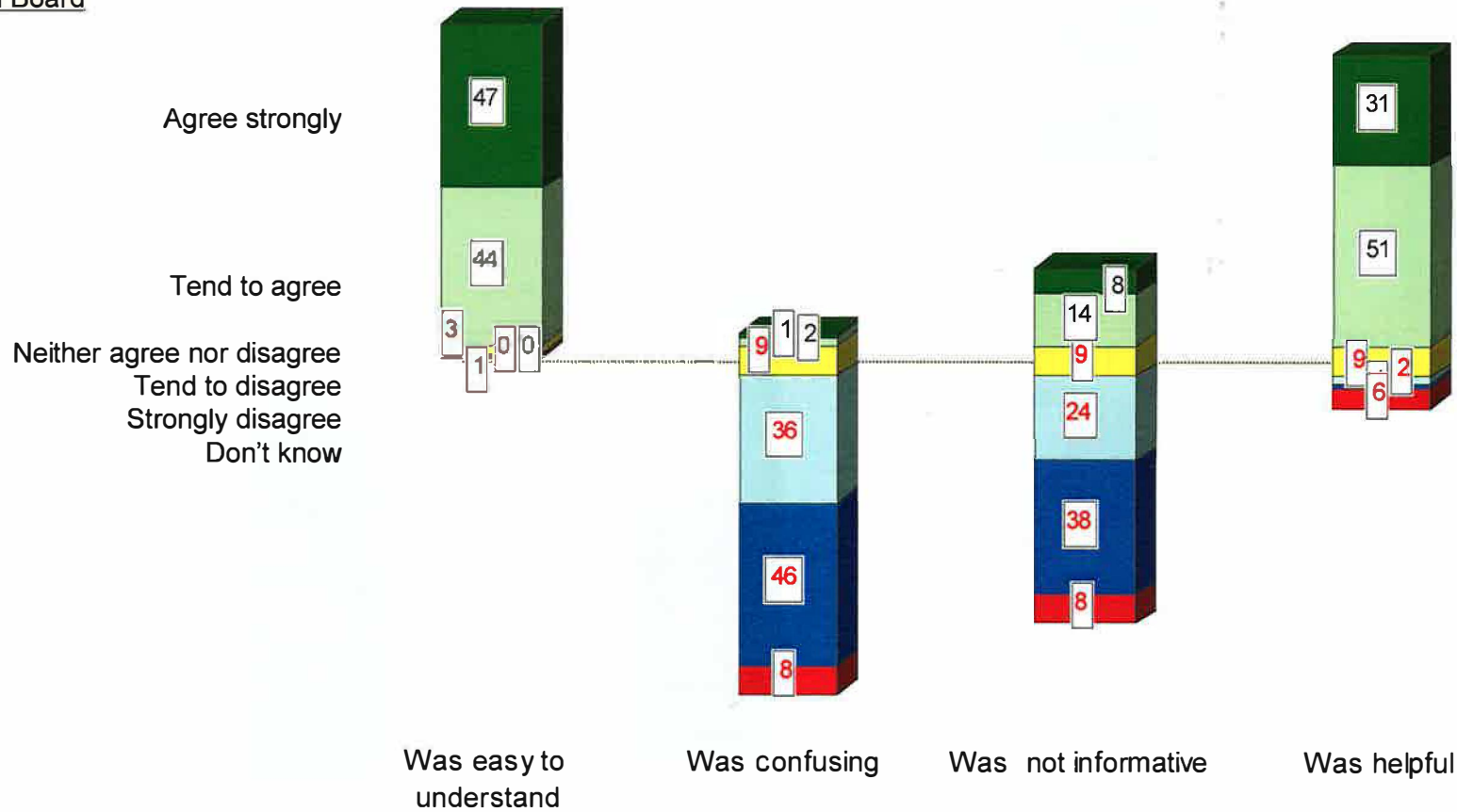
Opinion of poster

LEVEL OF AGREEMENT THAT THE POSTER ...

[Western Board]



Western Board

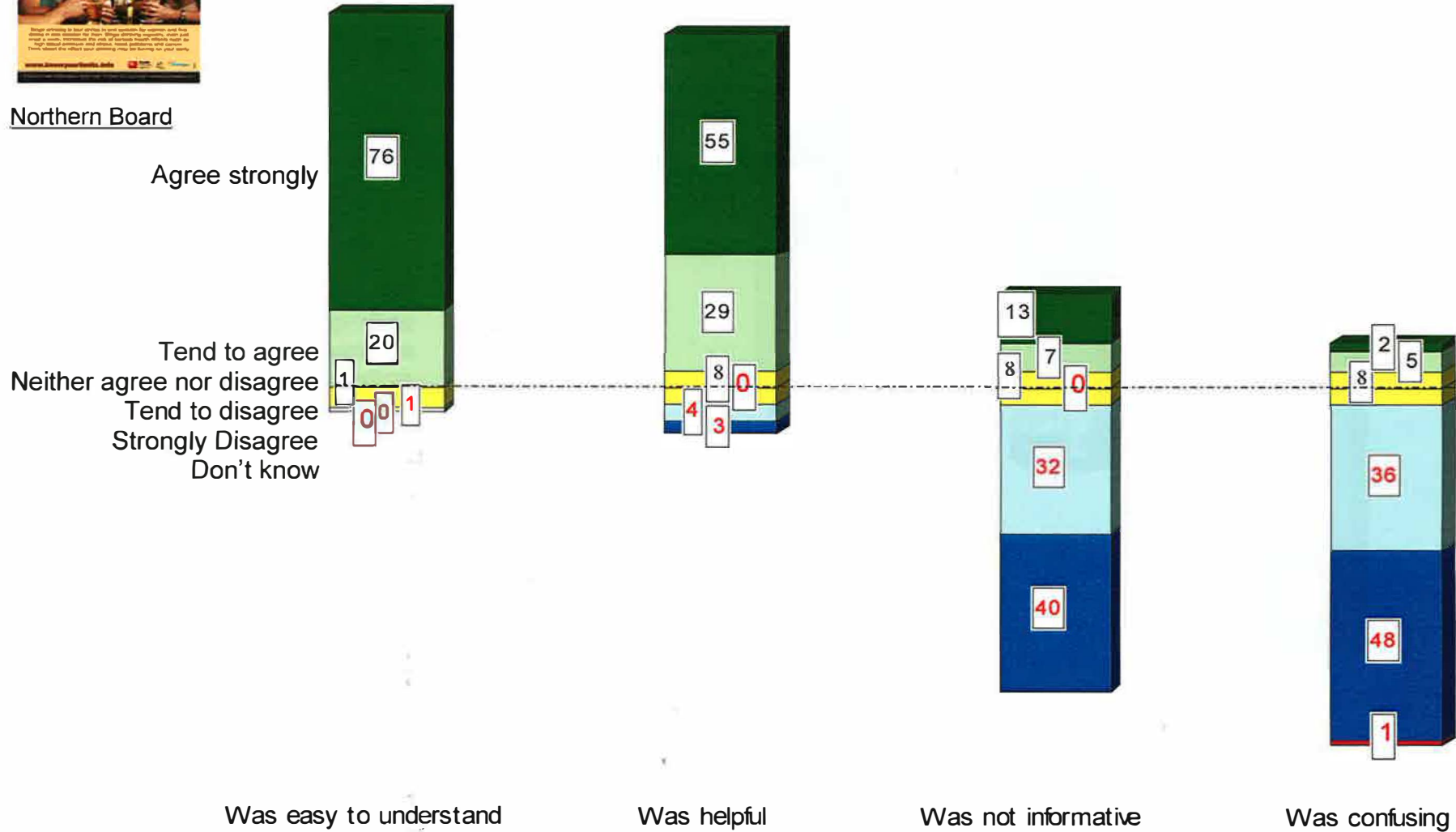




LEVEL OF AGREEMENT THAT POSTER WAS ...

[Northern Board]

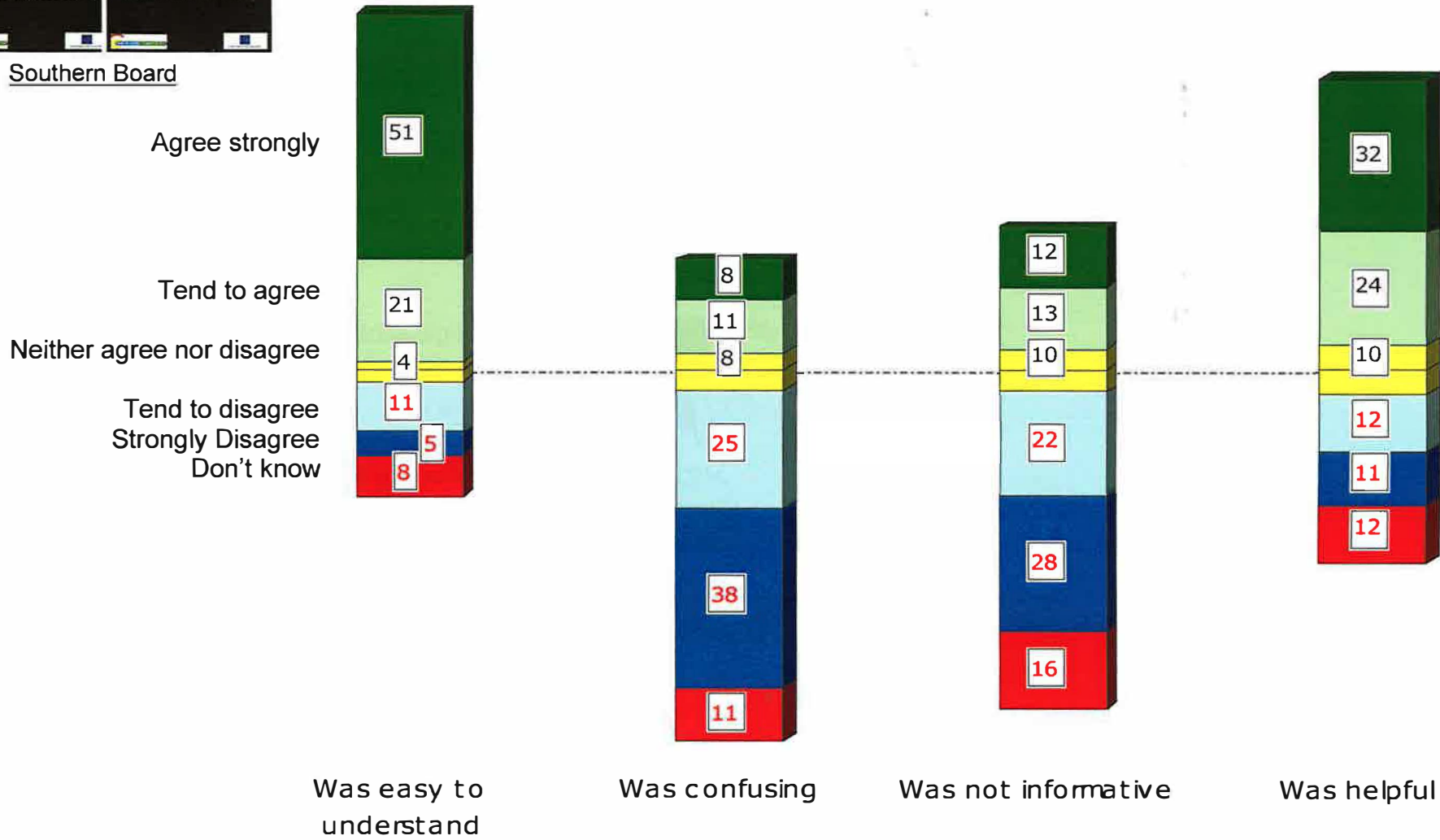
Northern Board



LEVEL OF AGREEMENT THAT POSTER WAS ... [Southern Board]



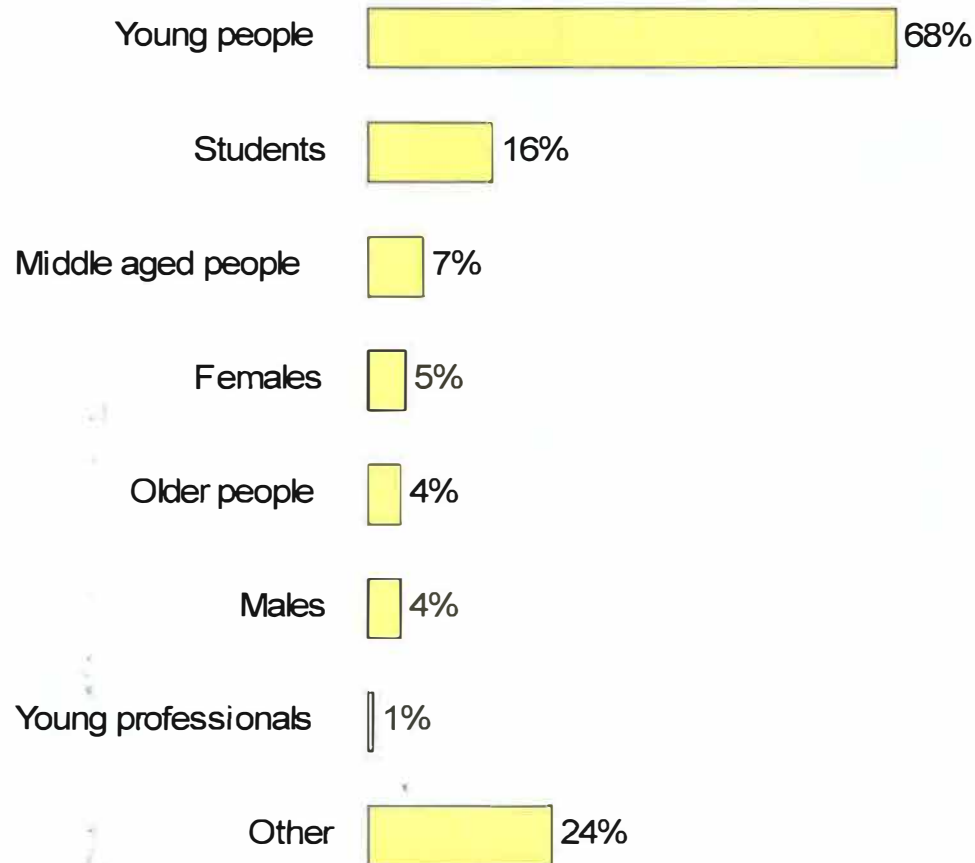
Southern Board



OPINION AS TO WHO POSTER IS AIMED AT- WHO THE TARGET AUDIENCE IS

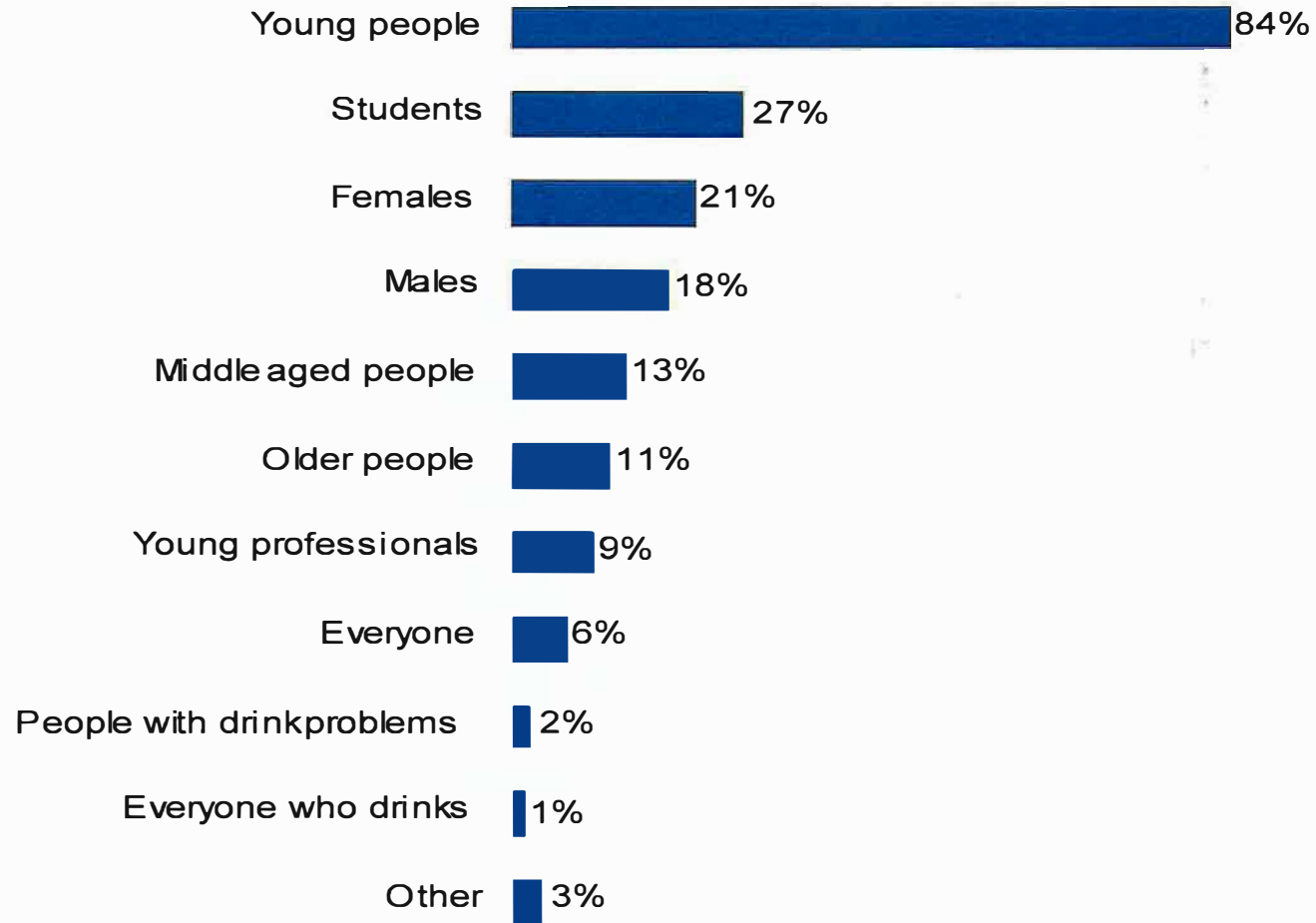
[Western Board]

Western Board



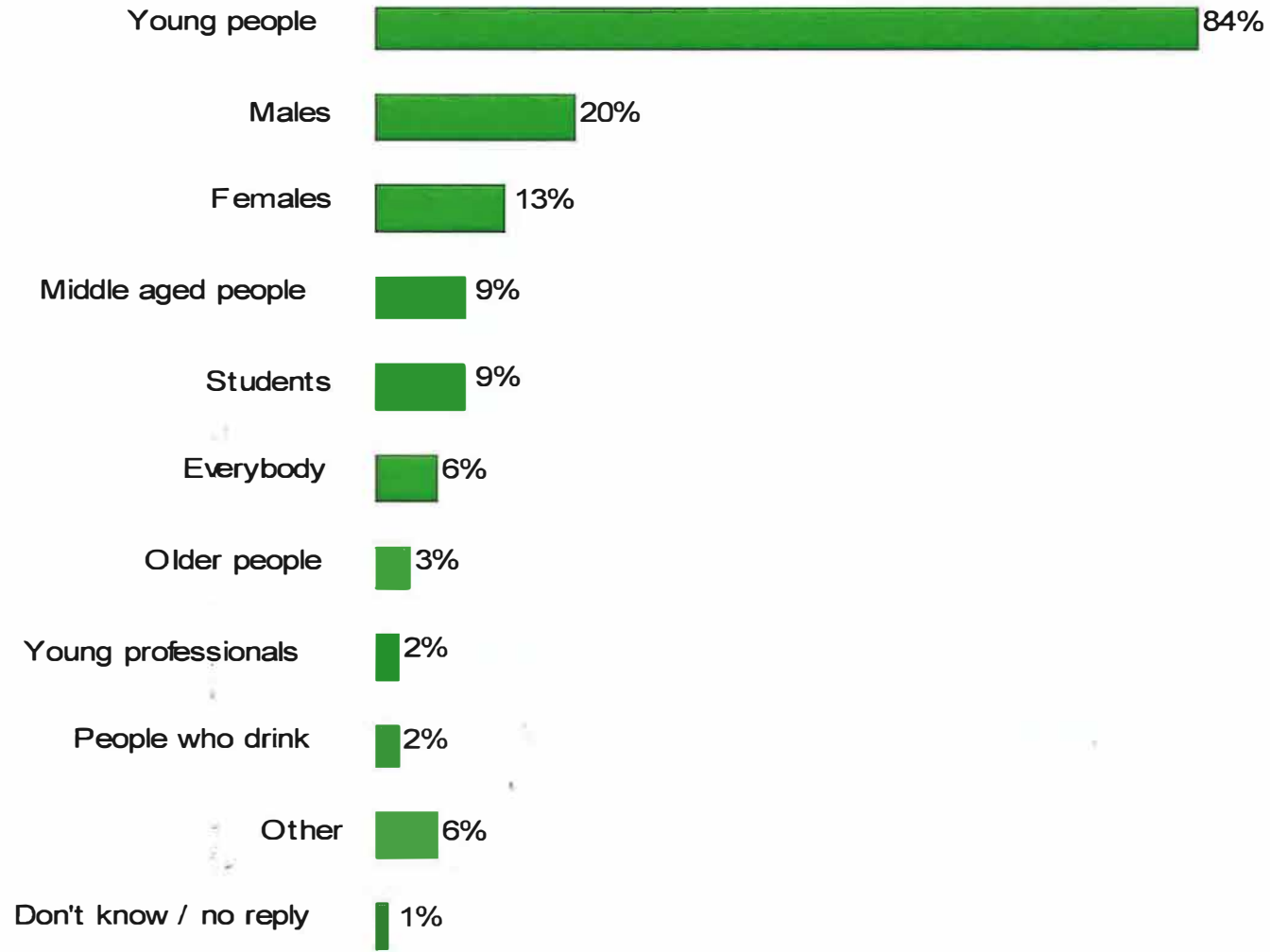
OPINION AS TO WHO POSTER IS AIMED AT [Northern Board]

Northern Board



OPINION AS TO WHO POSTER IS AIMED AT (2 posters shown) [Southern Board]

Southern Board



Appropriateness of poster

LEVEL OF APPROPRIATENESS TO COMMUNICATE MESSAGES ON 'BINGE DRINKING/EXCESSIVE ALCOHOL CONSUMPTION' THIS WAY



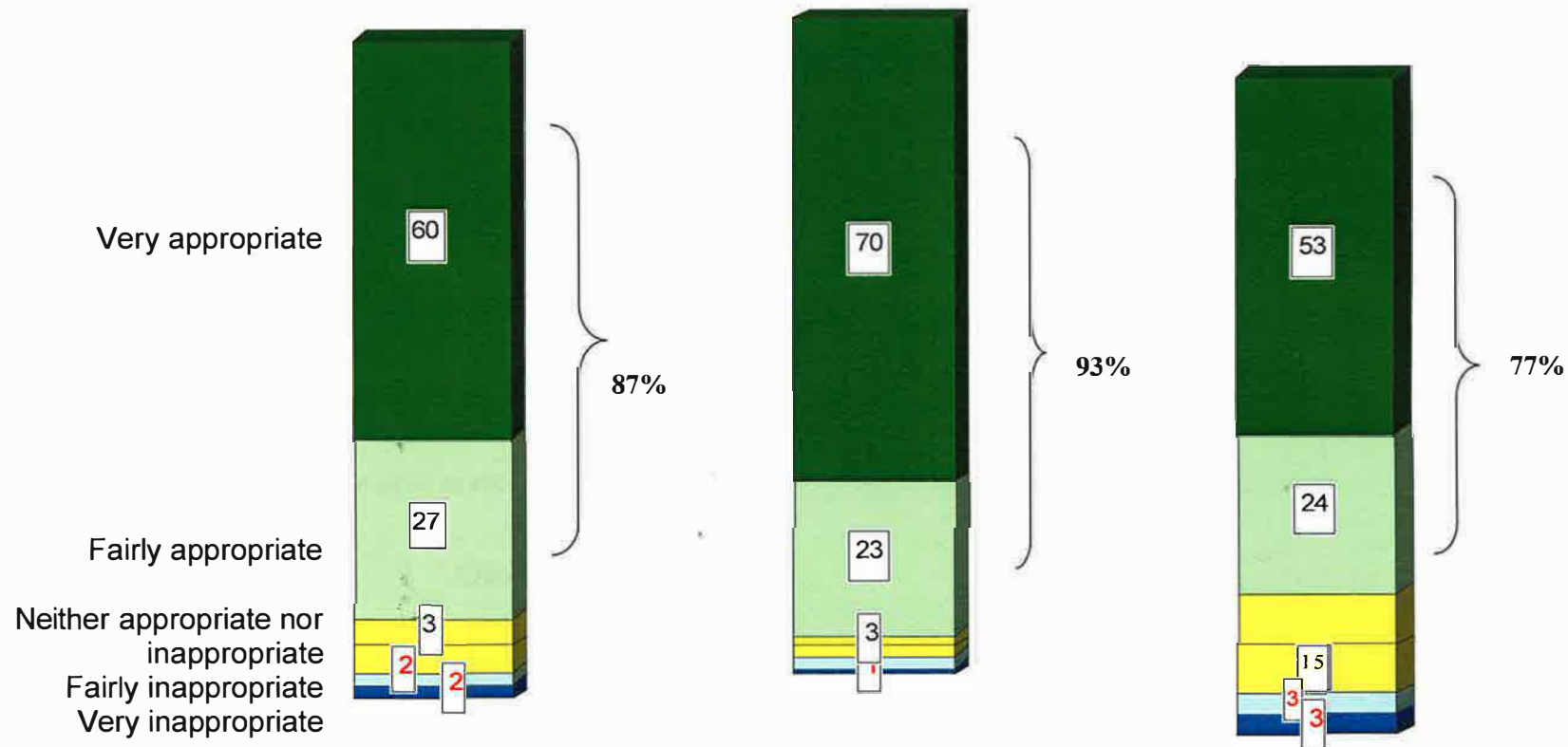
Western Board



Northern Board



Southern Board



Change in knowledge |

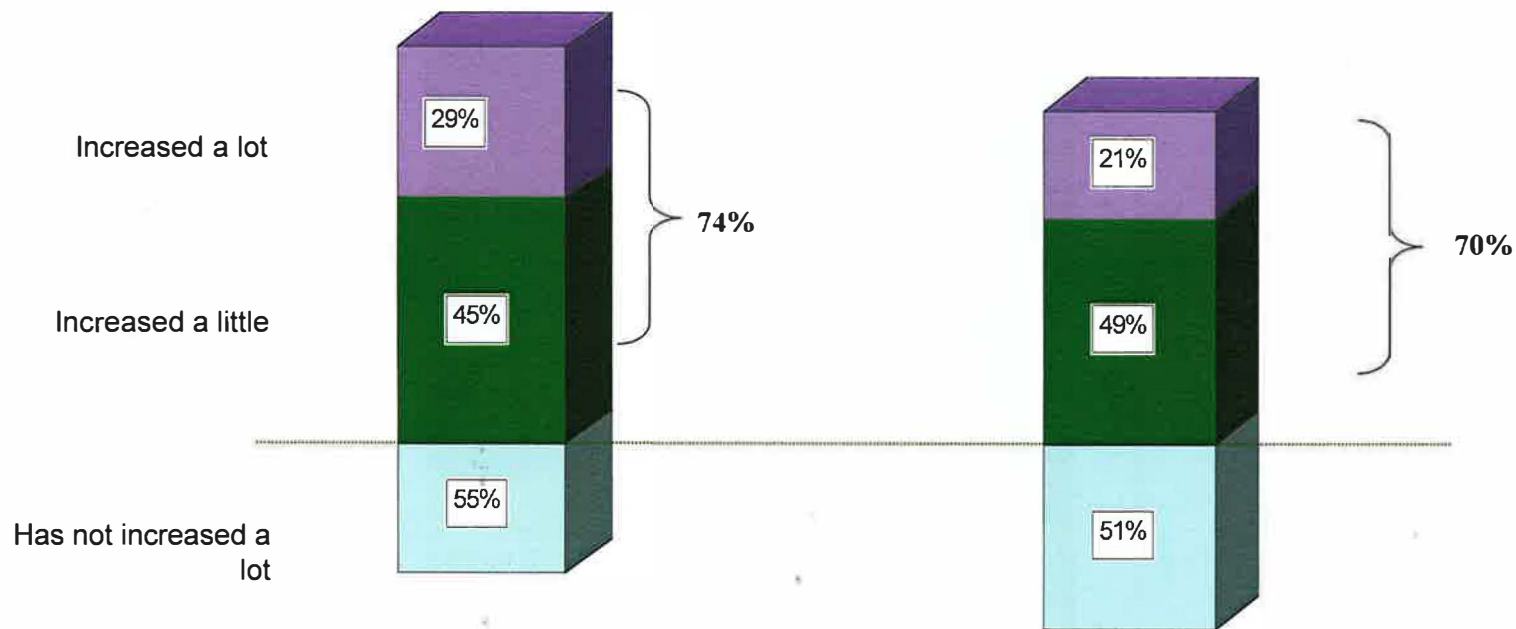
CHANGE IN KNOWLEDGE OF BINGE DRINKING SINCE SEEING POSTER



Western Board



Northern Board



POSTER TOLD ANYTHING NEW ABOUT EXCESSIVE ALCOHOL CONSUMPTION (2 posters used)

[Southern Board]



Southern Board

