



Convenience Advertising

Convenience Advertising
-Crisis Pregnancy Agency Programme Evaluation-

April 2003

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Introduction

This study has been undertaken on behalf of Rothco Marketing Communications and the Crisis Pregnancy Agency. The study took place on the 4th and 14th of April 2003.

Convenience Advertising were commissioned by the Crisis Pregnancy Agency and Rothco Marketing & Communications to deliver a message to young women in crisis pregnancy situations. The programme provided an SMS facility where people who needed assistance could access information about agencies that could assist them. The objective of the Convenience Advertising campaign was to have people text a word to a telephone number. They would then receive by text a range of telephone numbers and agency names that they could contact for assistance. The Crisis Pregnancy Agency logo was also clearly displayed in the messages.

The campaign involved posting 160 messages in the restrooms at a number of universities and colleges in Dublin and Galway. The messages were maintained on a fortnightly basis and were on display for three months. The survey set out to collect information from a sample of female students in certain colleges to explore whether they remembered seeing any advertising and what they recalled about that advertising.

Convenience Advertising developed a questionnaire and undertook a small survey on campus. The colleges involved in the test included University College Dublin, Trinity College Dublin and University College Galway.

The objective of the survey was to evaluate the campaign. As the Crisis Pregnancy Agency had only recently been established it was to be assumed that there was no awareness of this agency prior to the campaign. Other indices that were to help in our evaluation of the campaign were straightforward and included awareness of the message itself, what they recalled about it, and attitudes towards the message.

Trained members of a field force working under supervision conducted interviewing. The resulting sample size across the project is 77 female students.

Note on report format

This introduction is followed by a summary of the main findings and then by a chart deck, illustrating the key results from each question posed.

The report is completed by a full set of tabulations and the questionnaire used in the survey.

Summary of Main Findings

The main findings of the study can be summarised as follows:

Respondents in the survey were asked whether they were aware of any advertising on campus. 9 in 10 claim to have seen some form of advertising. About half of these people mentioned the Crisis Pregnancy message as one with which they were familiar without the need of a prompt.

The 'consideration set' was refined to female restrooms and they were asked whether they recalled any advertising in this area of the college. Almost everyone could recall restroom advertising. Thus when brought into focus, as many as 7 in 10 of all female students could spontaneously recall the Crises Pregnancy Agency Message.

Key messages

The key message that people undoubtedly recall from this ad is that they should 'text for help if pregnant'. Other issues surface but indeed they are at a very low level.

Perhaps not too surprisingly, people who recall the ad do not recall precisely the telephone number they should ring. Only about 1 in 10 are able to recall the correct phone number. About a quarter get it incorrect, leaving the balance of about two thirds claiming that they don't recall the number at all.

The results here are not too surprising given that telephone numbers are difficult to recall in any event. One would assume that if one of these women needed assistance, they would at least

know where to go to find the telephone number they needed (given that they do recall the ad).

About a half of all female students could spontaneously nominate the Crisis Pregnancy Agency as the sponsor of the advertising.

At a prompted level, awareness of the Crisis Pregnancy Agency rises to 7 in 10.

When people are shown the ad, 97% claim to have seen it.

There is no doubt that the concept of posting this ad in a wash or rest room is thought to be a good idea. These female students are also very much in agreement that the ad had a clear point to make. For most people the ad was also memorable (only about 1 in 10 disagree with this statement), with as many as 27% claiming that they 'totally agree' and a further 43% claiming that they 'mainly agree' that it is a service that they would use.

Just over half agree that they would remember the word to text (around 3 in 10 claim that they would not) with just over half claiming that they would not remember the telephone number. In fact about a third claim that they are likely to remember the number – which indeed is an overstatement given that only 1 in 10 were able to correctly nominate the number.

Just over half expect the assistance provided to be in the form of a live help line of some description, with around 4 in 10 claiming that they would expect to get a list of agencies to help in a crisis situation.

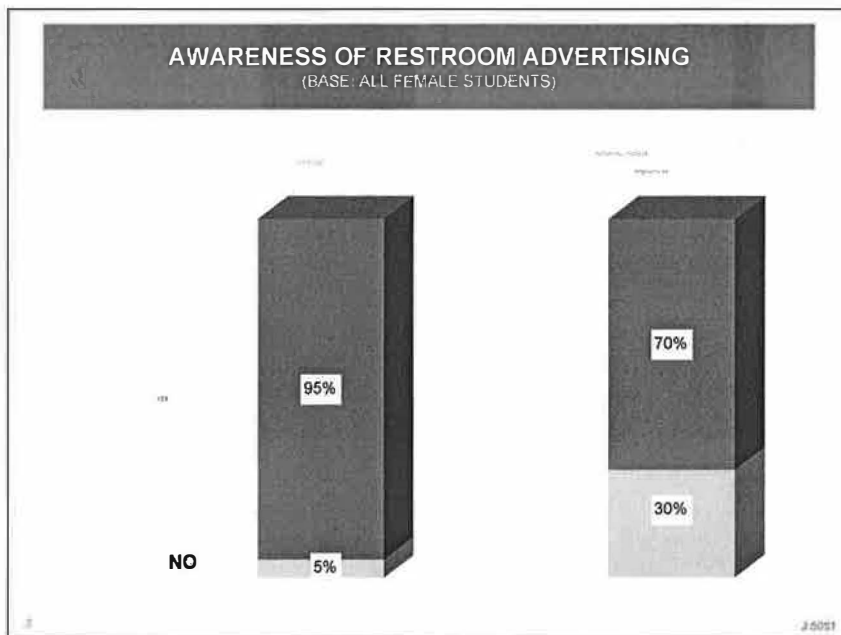
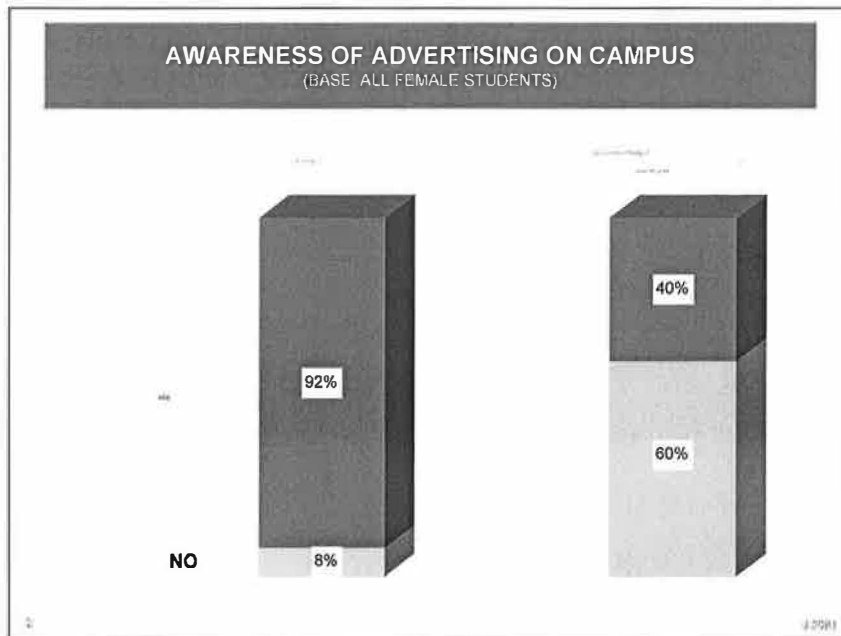
The evidence suggests that indeed the service appears to be of benefit to these women. About 1 in 5 claim that they 'definitely would' text the number if they were pregnant. This rises to 70% who claim that they probably or definitely would text this number if in this position. Once again this seems like a very encouraging result.

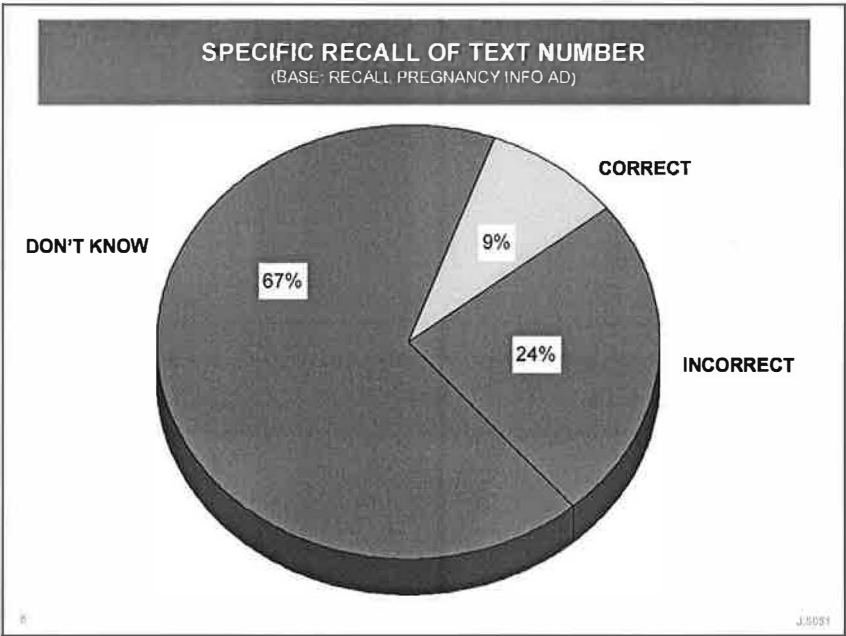
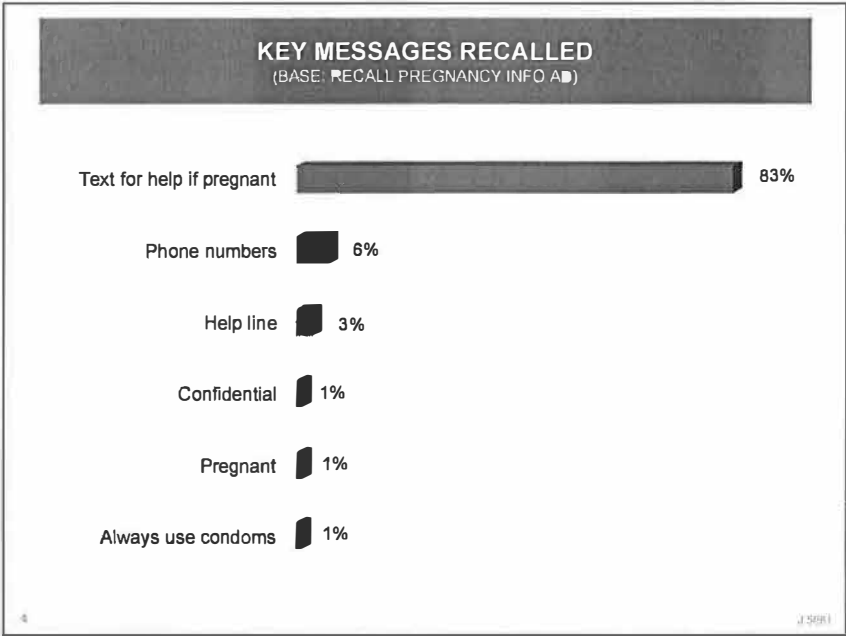
For those who reject the idea of texting this service, the reasons for rejecting the idea (this is only about 15% of female students) include preferring to talk to friends, doctors, family, Cura, their boyfriend or look for some more concrete help – in person - rather than contacting a telephone number.

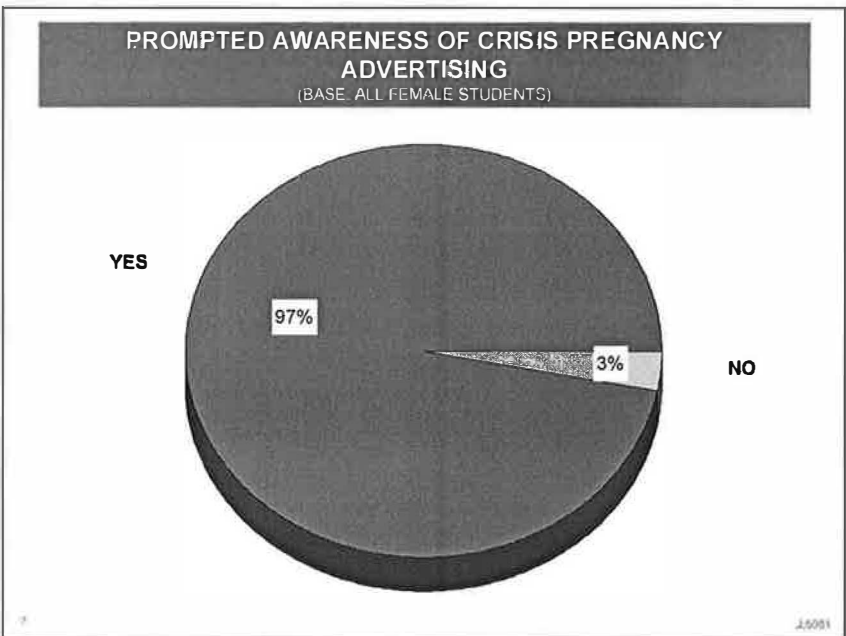
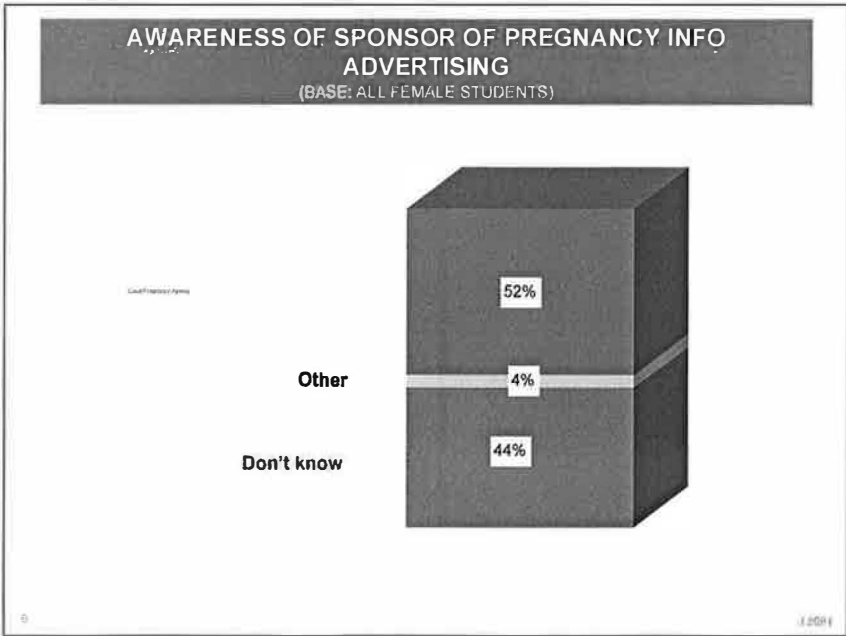
Almost all of the ideas for additional locations for this advertising are deemed appropriate. These include educational settings, health settings, social settings and, at a lower level, work settings.

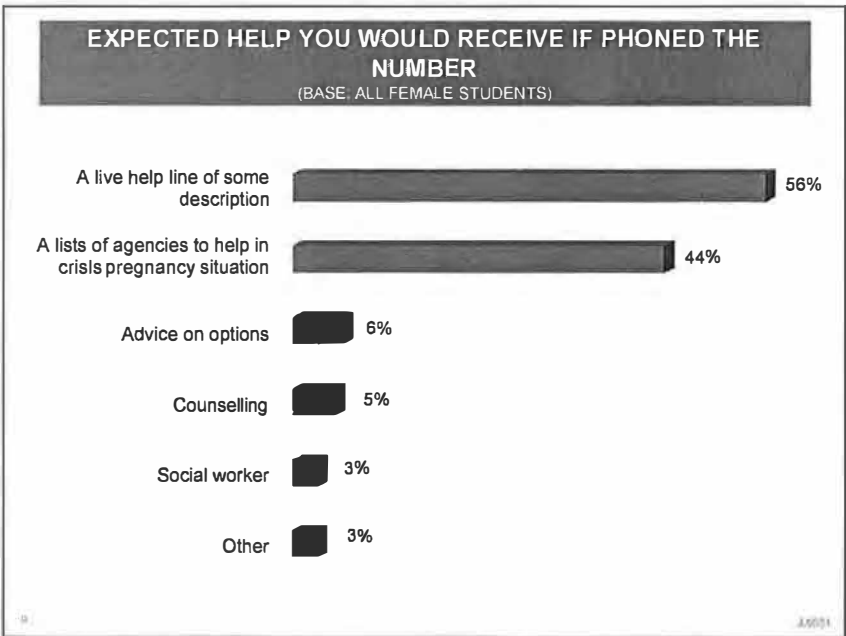
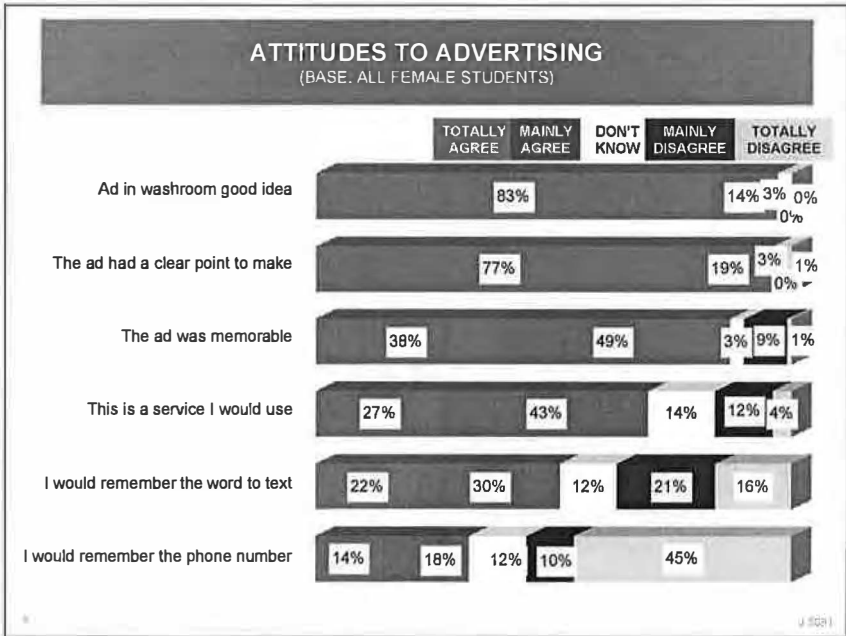
The evidence indicates that there is a high awareness of the campaign and that women have responded well. A high proportion claims that they would contact this number if they had a need.

Chart Deck

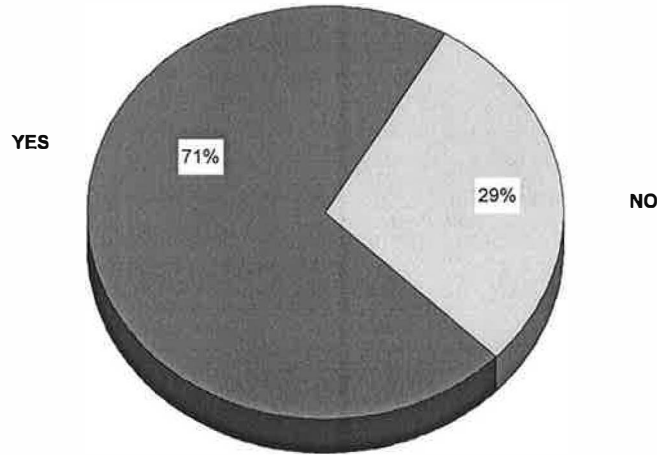








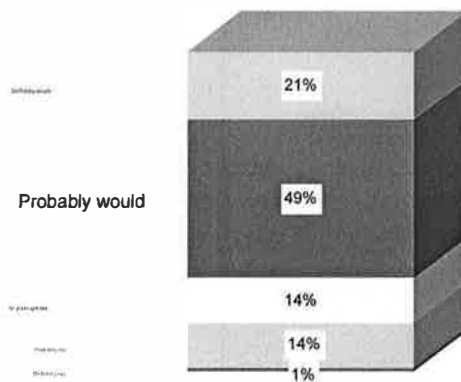
PROMPTED AWARENESS OF CRISIS PREGNANCY AGENCY
(BASE: ALL FEMALE STUDENTS)



10

J3081

LIKELIHOOD OF TEXTING NUMBER IF PREGNANT
(BASE: ALL FEMALE STUDENTS)



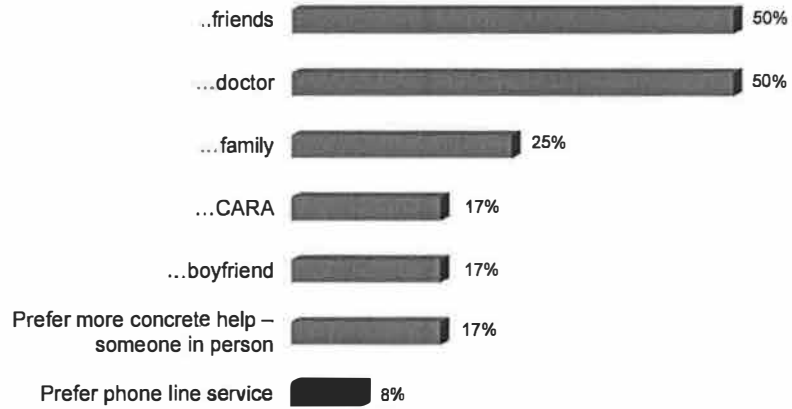
11

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REASONS FOR REJECTING THE OPTION TO TEXT

(BASE: ALL NOT PREPARED TO TEXT)

Prefer to talk to...

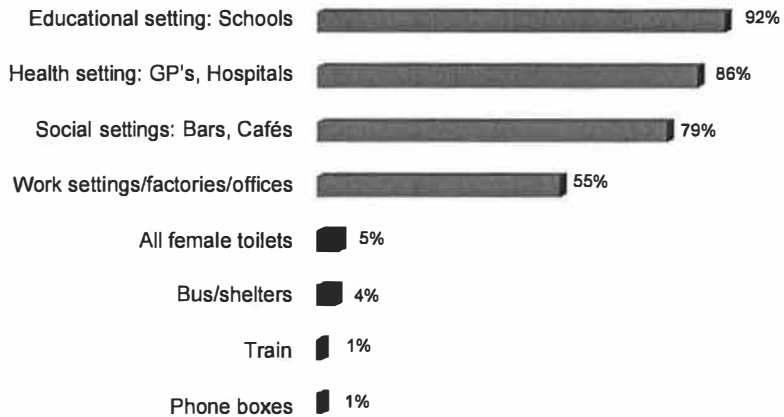


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PERCEIVED APPROPRIATE WASHROOM LOCATIONS FOR CRISIS PREGNANCY ADVERTISING

(BASE: ALL FEMALE STUDENTS)



J.5051

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Crisis Pregnancy Agency in Ireland and Promotion of Positive Options Information Campaign

S. O'Brien, C. Spillane, S.F. Spencer, O. Murphy 2002

Background:

The Crisis Pregnancy Agency (CPA) was established in 2001. It is mandated to produce and implement a strategy to address issues relating to crisis pregnancy in the Republic of Ireland (ROI). An information campaign to assist young women who find themselves in a crisis pregnancy situation commenced in December 2002. Quantitative and qualitative evaluation methods indicated that the campaign was successful in achieving its aims. It has subsequently been launched nationwide.

Introduction:

Accessing information on crisis pregnancy counselling services can be difficult for young women in Ireland. The usual reference point is the telephone book. Abortion is illegal in Ireland, and information relating to contact details for an abortion abroad can only be given in a counselling type setting, not in a telephone conversation. A direct response campaign was piloted to enable young women to access crisis pregnancy counselling services through mobile phone Short Message Service (SMS) / text technology.

Previous research in the area and all of the organisations working in the area of crisis pregnancy noted that many women were unaware of services and supports available to them should they experience crisis pregnancies. A working group comprising representatives from the six main service providers and health boards actively participated in the reach and development of information resources.

Positive Options Information Campaign:

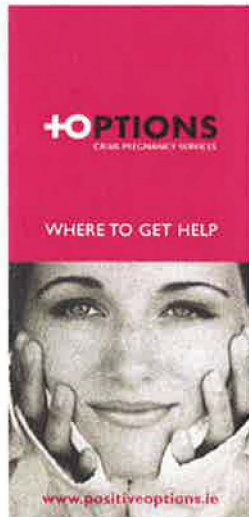
An information campaign on crisis pregnancy services was developed in 2002. The Positive Options campaign focuses on making women more aware of their choices to empower women to seek assistance without them feeling judged or adding to their crises.

Method:

The campaign was piloted for three months in university and college campuses in Dublin and Galway commencing December 2002. Women aged 18-24 were the target group; this cohort represents the principal age group travelling to the UK for abortions from the Republic of Ireland. In addition over two thirds of this age group own a mobile phone and frequently communicate through sending SMS or text messages. A direct response campaign was developed using a range of media; postcards, student press advertising and convenience advertising. The principal message conveyed by these media was a freetext service listing crisis pregnancy supports and information. The campaign was evaluated via intercept interviews and focus groups.

SMS requests were also monitored. SMS responses were streamed in order of the media i.e. for the posters on display in washrooms the word 'info' was requested to be texted but for the student press the word used was 'list'. In this way responses could be attributed to the media. This enabled each media to be evaluated individually.

Figure 1.1 Message that was placed in female washrooms on campuses in University College Dublin, Trinity College Dublin and University College Galway in December 2002.



Intercept interviews were conducted on campus in University College Dublin, Trinity College Dublin and in the University College Galway.

The objective of the survey was to determine the programme's utility among young women. Other indices that were to help in the evaluation of the programme included: awareness of the message, what respondents recalled about it, were their attitudes towards the message, what were their attitudes toward the message, what was the uptake of the text message facility.

Two trained females working under supervision conducted 77 intercept interviews with female students.

Focus group research was conducted qualitatively, by means of a series of four focus groups. Participants were recruited by student union officers at Trinity College Dublin and at University College Galway.



Figure 1.1

Results:

Research results indicated a positive response to the campaign. 40% (n=77) of women interviewed recalled the Crisis Pregnancy Agency messages without prompting. At a prompted level, awareness rises to 7 in 10. When people are shown the message 7 in 10 claim to have seen it.



Figure 1.2

Figure 1.2 Level of prompted awareness of CPA on campuses.

70% of respondents indicate they would definitely, or probably would, use the SMS service.

The most effective medium promoting the SMS service was convenience advertising.

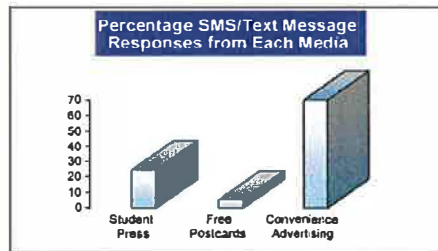


Figure 1.3

Figure 1.3 Comparison of percentage of total texts received from each medium.

97% of interviewees agreed that advertising in the washroom area is a good idea.

The key message that women undoubtedly recall from the advertisement is that they should 'text for help if pregnant'. Other issues surfaced but at a very low level.

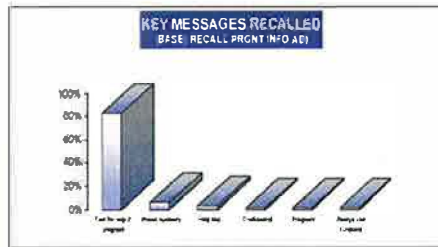


Figure 1.4

Figure 1.4 Key message recalled from the advertisement shown in figure 1.1.

Focus group results¹ indicated the CPA message achieved high spontaneous recognition and cut-through among respondents from both universities. Participants unanimously agreed that text messaging was the most appropriate means of accessing and communicating information on crisis pregnancy due to its; accessibility, discretion, confidentiality, affordability and anonymity.

¹ Lansdowne Market Research, Response to Revised Communication Vehicles, February 2003

Conclusions:

This information campaign commenced Crisis Pregnancy Agency advertising and promotional activity in the Republic of Ireland. The campaign was effective in heightening awareness of Crisis Pregnancy services. It was perceived to be relevant by the target audience. The success of the campaign has led to convenience advertising in campuses nationwide and a TV and radio advertising campaign to promote the SMS service.



Figure 1.5

Figure 1.5 Messages on display in all major universities and colleges throughout Ireland in 2003 - 2004.