



COVID-19 Narrowcast (Convenience Advertising) Program Research Summary

August 2021

Hypothesis:

1. Can Convenience Advertising aid in the message recall of Government COVID-19 messages? What does bathroom dwell time look like given the nature of COVID-19?
2. Can Convenience Advertising influence positive behavior change once the audience is exposed to Government COVID-19 messages?
3. How do CALD audiences respond to a hybrid message about COVID-19? Recall, their understanding of the call to action and the intention to change behaviour including greater hand washing, social distancing and wearing a face mask etc.

Methodology:

Timing: March/April 2021

Sample Size: n = 300

Instrument: Questionnaire via intercept interviews in 10 shopping centres in Melbourne, Sydney and Brisbane, all of which contained COVID-19 messages on CaptiVision and classic static formats.

Methodology:

Data Collection: Tablets were used for collection of survey responses and all data directly sent to author of the report.

Surveyors: Tertiary students, Convenience Advertising maintenance personnel and staff (where external surveyors were not able to be sourced).

Survey respondents located in the common area of the shopping centres were randomly selected and asked to participate in the survey. Duration approx. 10 minutes.

Author: All data independently audited and analysed by Dr. Shaun Ratcliff, a quantitative political scientist at the University of Sydney. His research on how people respond to communications, their attitudes and trust in sources of information including COVID-19 (and the political movement) in Australia and United States.

Funding: Convenience Advertising.

COVID-19 Messages (Samples):

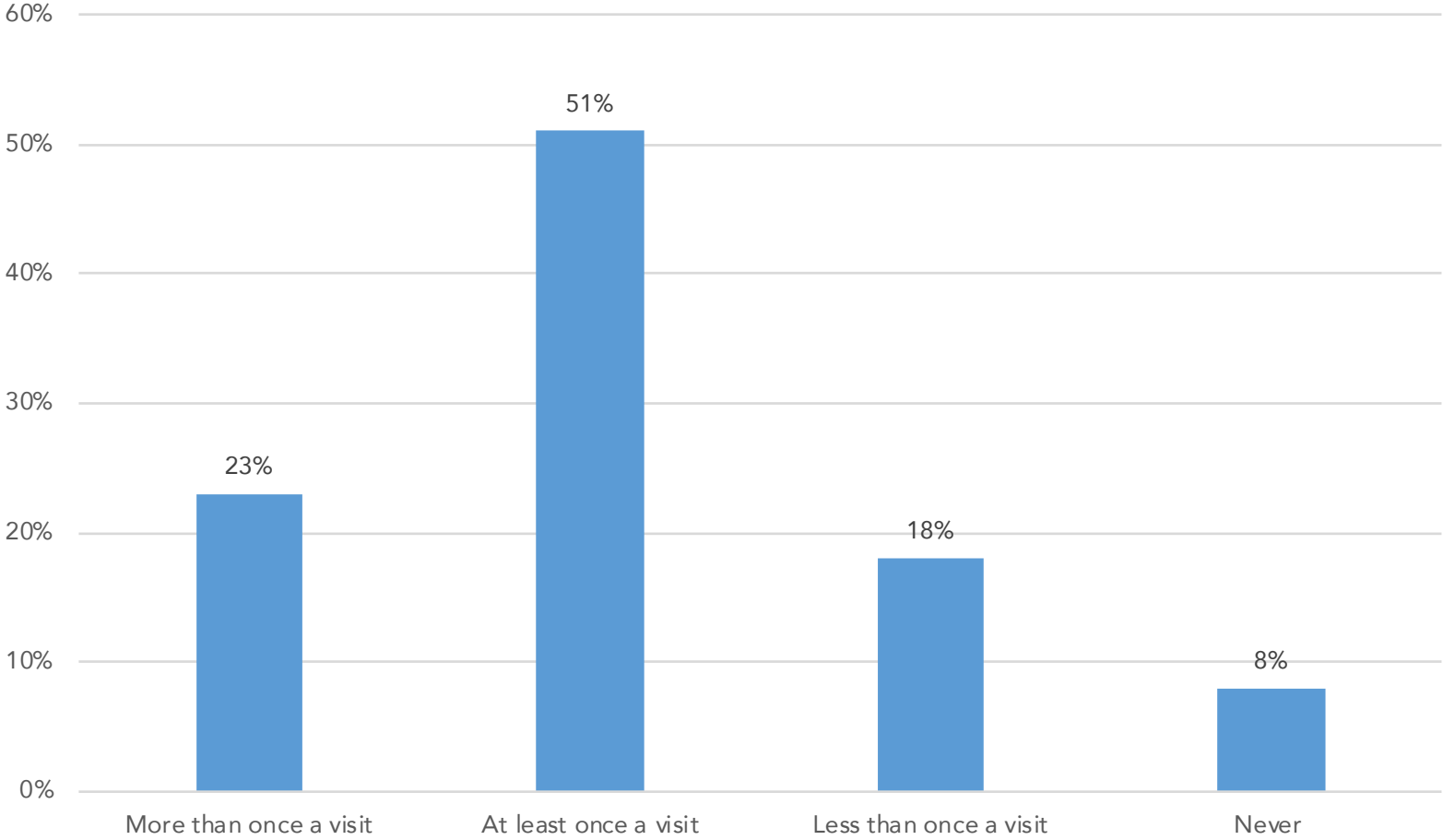


Victorian Government

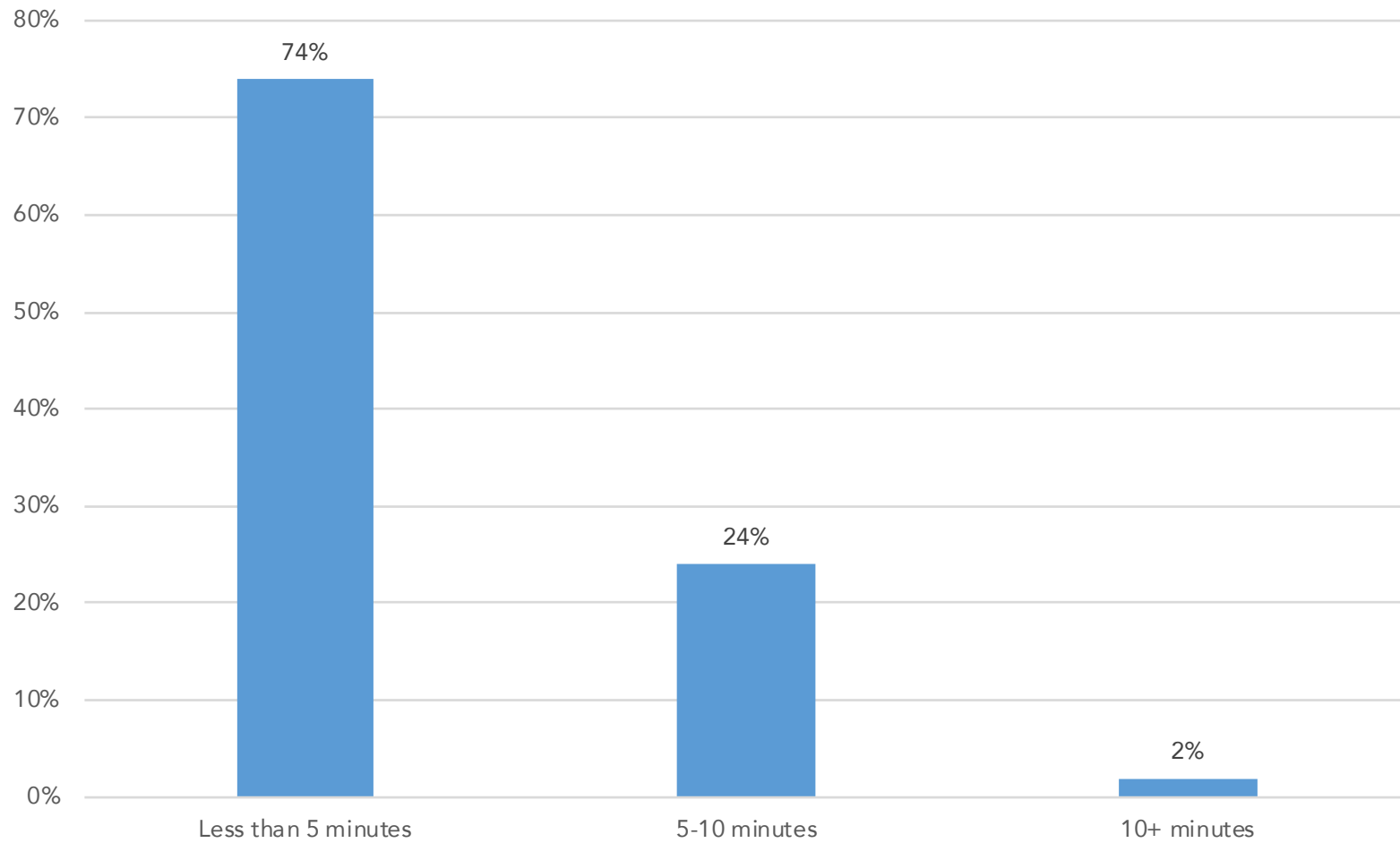


Australian Government Placeholder

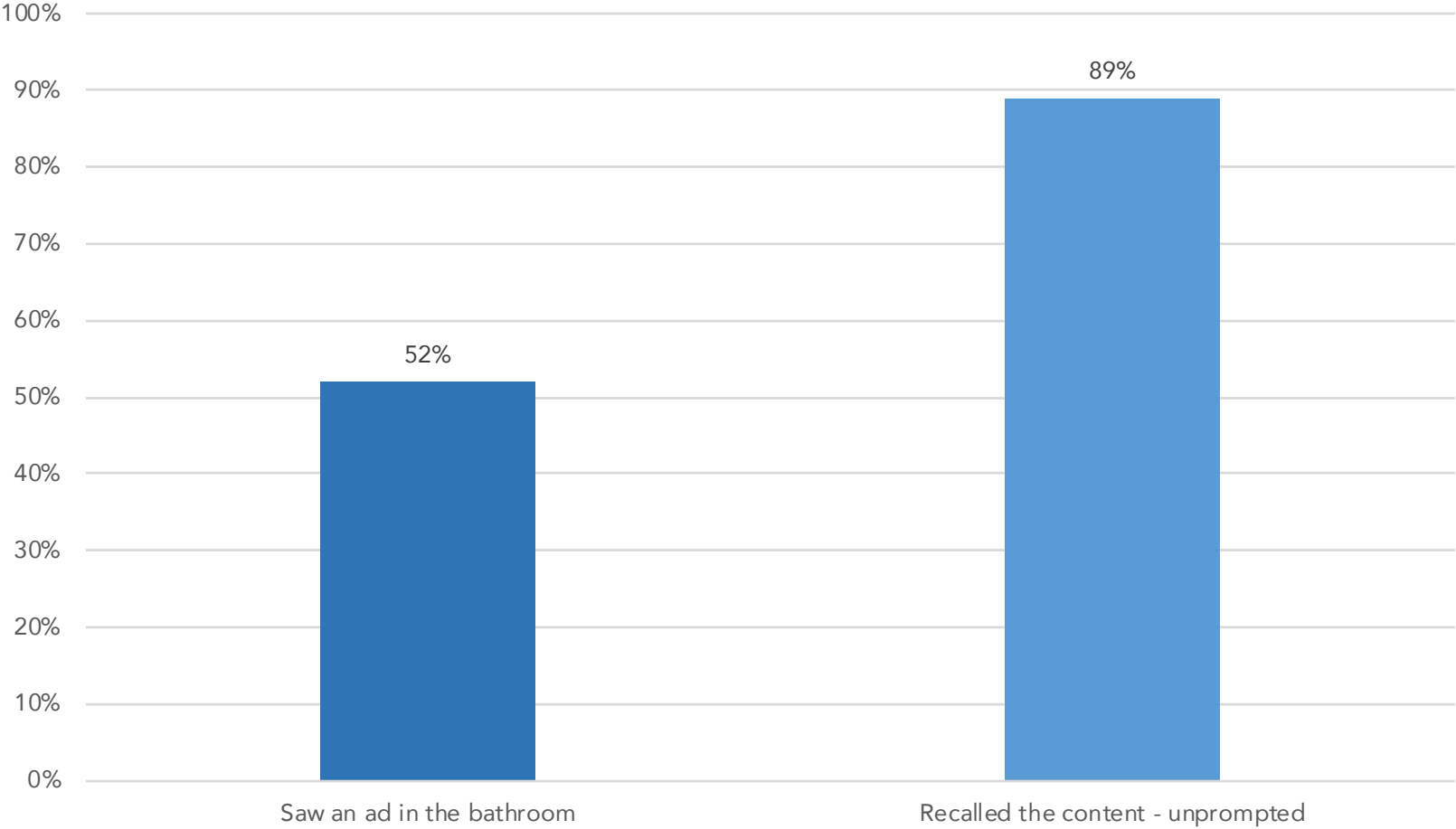
Results: Frequency of Bathroom Visitation



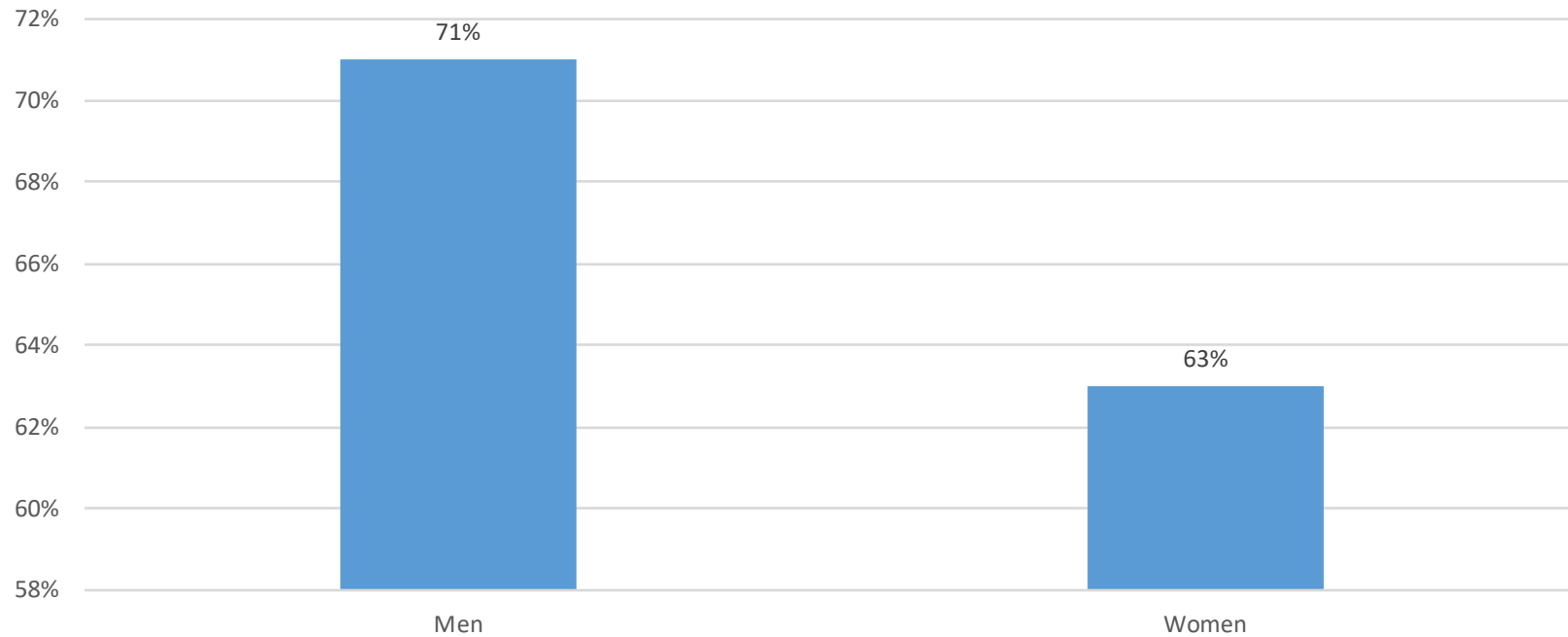
Results: Bathroom Dwell Time



Results: Unprompted Recall

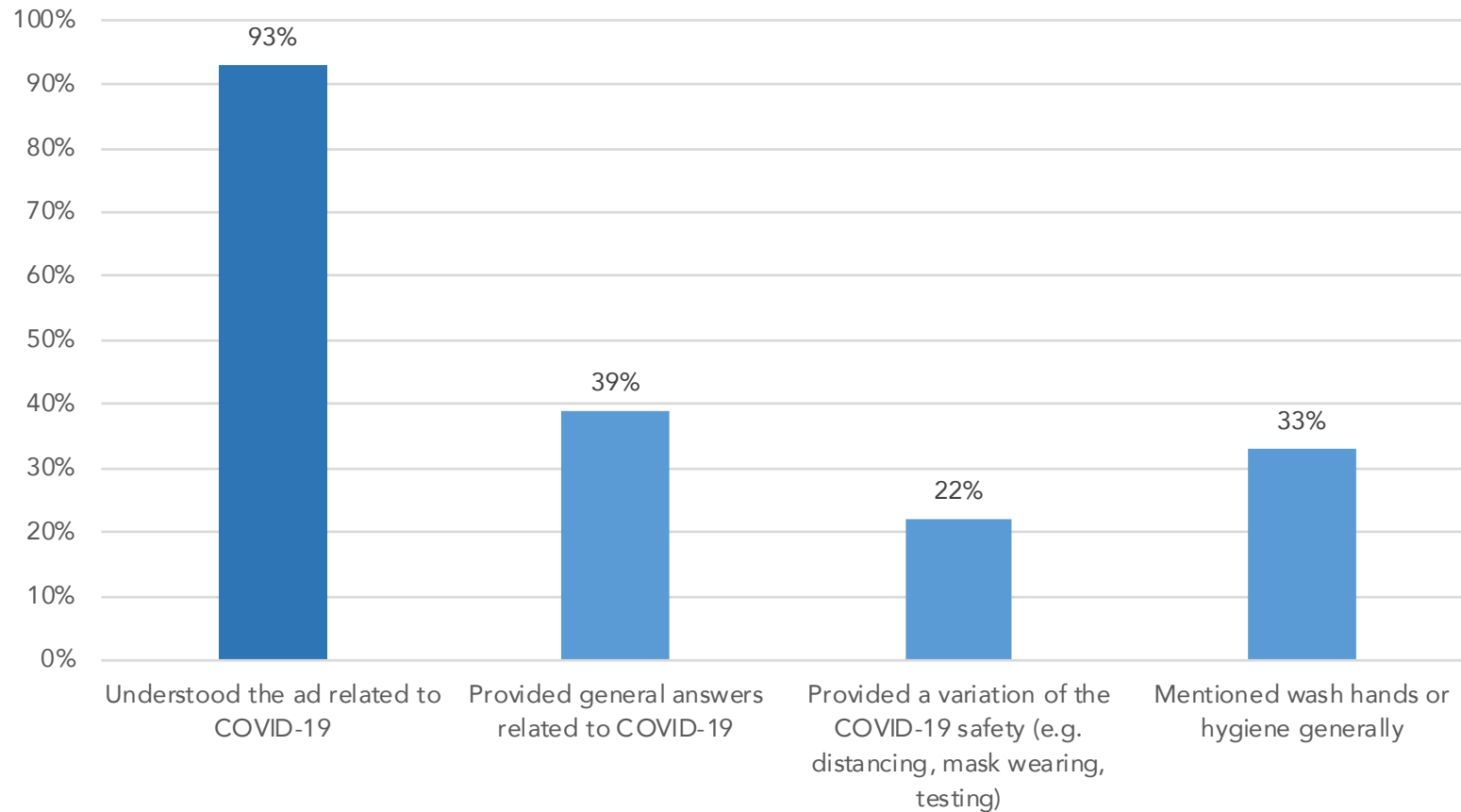


Results – Unprompted Recall by Gender



Significantly, there was little difference between respondents who spoke only English and those who spoke a language other than English at home. Part of the reason for this may have been that in many of the Victorian centres, the Victorian DPC campaign featured advertisements in languages other than English.

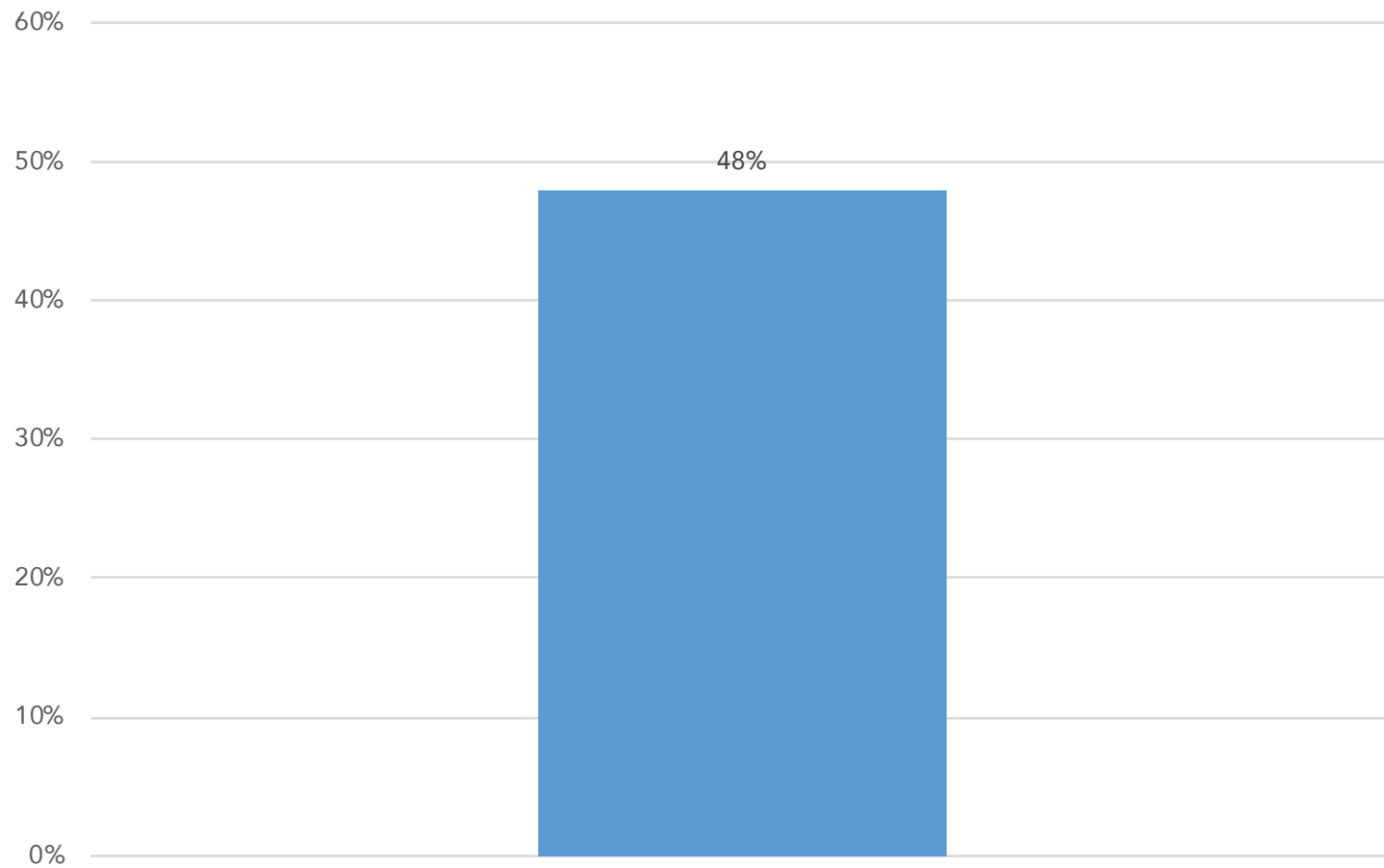
Results: Message Comprehension



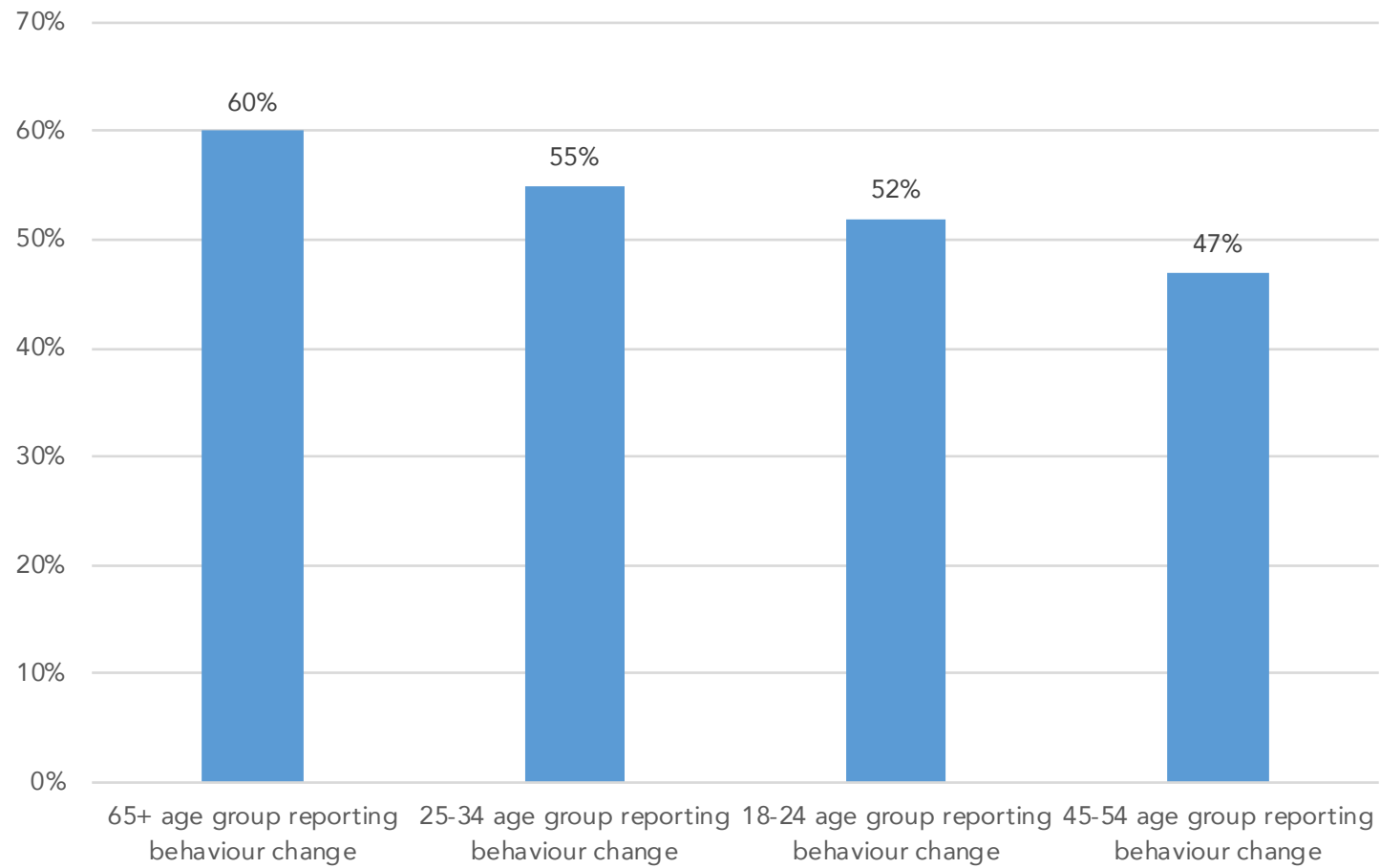
There was little difference between respondents who spoke only English and those who spoke a language other than English at home.

Results: Reported Behaviour Change on Seeing Messages

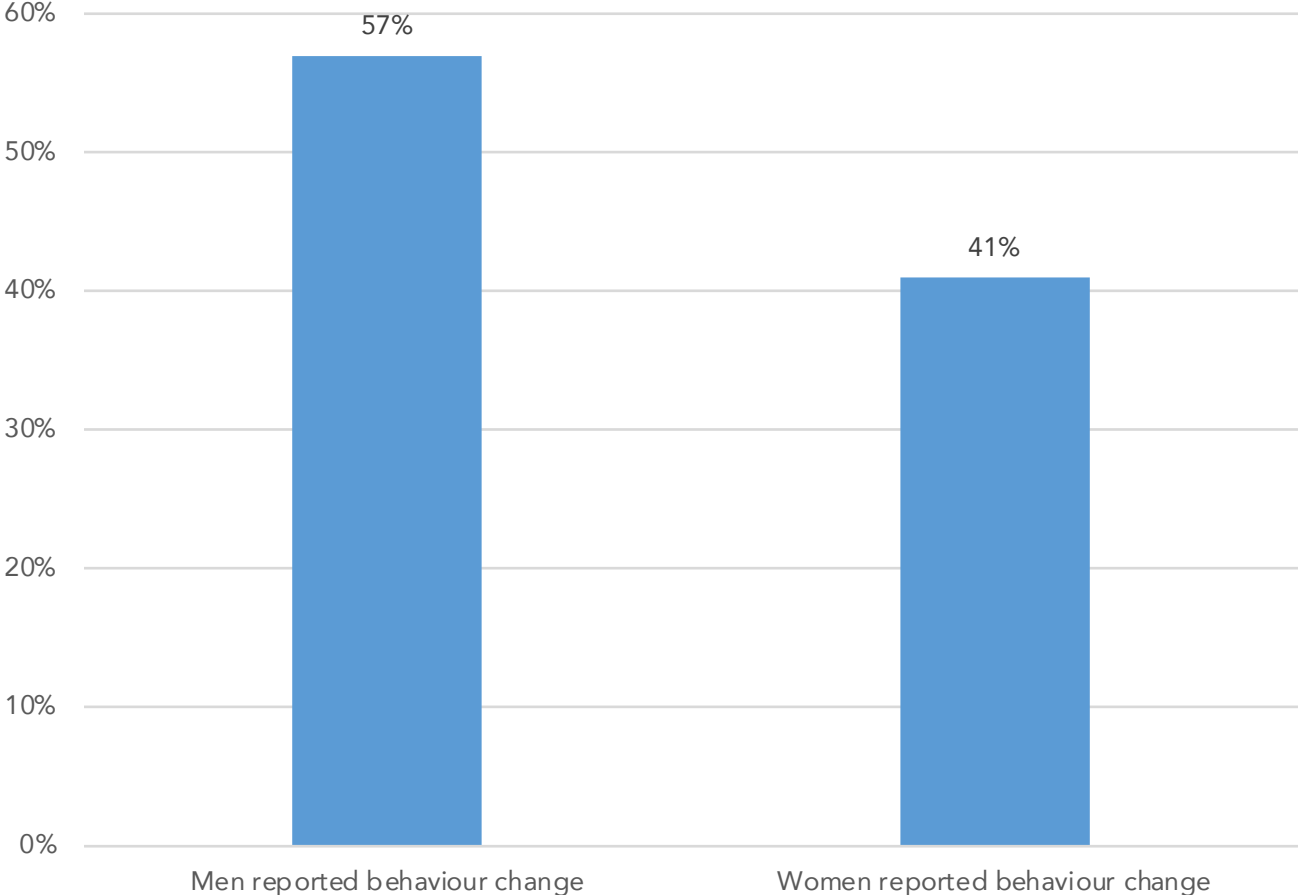
(i.e. social distancing, mask wearing, hand-washing).



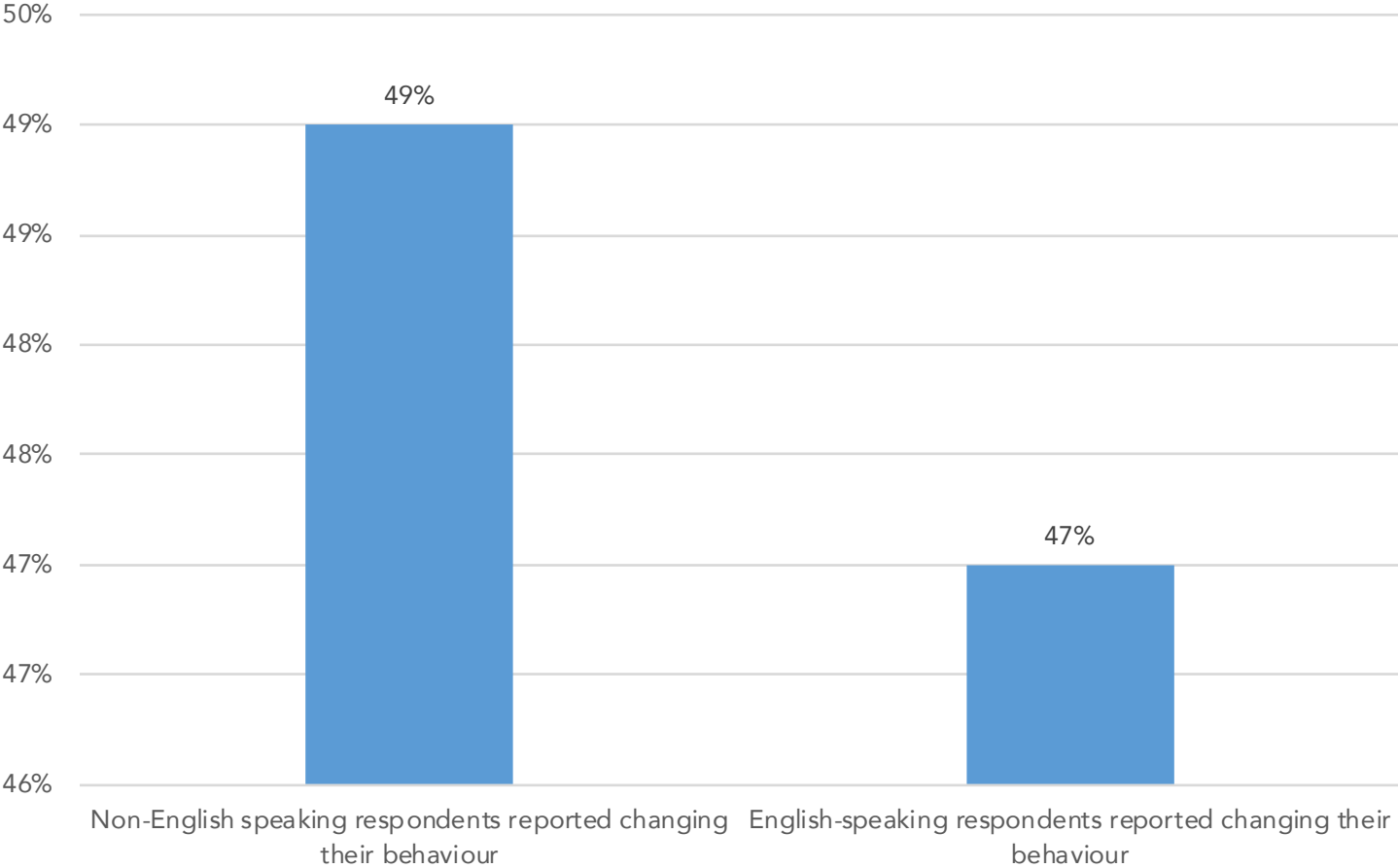
Results: Reported Behaviour Change by Age Group



Results: Reported Behaviour Change by Gender



Results: Reported Behaviour Change by CALD



Recommendations

Recommendation: Continued Use of Convenience Advertising for COVID-19 Related Messaging

Based on the evidence studied here, the messaging strategy adopted by CA of placing public health messaging in locations where incidental exposure is highly likely at multiple points of contact — including the backs of cubicle doors, above hand dryers, and at the entry and exit ways to shopping centre bathrooms and parent rooms — appears to have validity. This is supported by the results outlined above, which showed longer dwell times in these facilities (increasing the chances of exposure to messages) was associated with higher rates of unprompted recall. This supports the continued use of this narrowcasting approach for public health campaigns.

Recommendation: Increase in CALD Messaging

This study found that these messages had high rates of unprompted recall from those who spoke a language other than English at home. It is likely that this was the result of the multilingual Victorian DPC campaign. It is recommended that multilingual messages be prioritised for future public health campaigns in culturally and linguistically diverse communities, and that their efficacy should be further studied using experimental research designs.