



Convenience Advertising



Response To Revised Communication Vehicles

Prepared
For

crisispregnancyagency
Formulating & Implementing a National Strategy



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I. Background & Objectives

I. Background and Objectives

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- This phase of research comprised Wave II of a two wave initiative to assess reaction to a public campaign developed on behalf of the Crisis Pregnancy Agency.
- Wave I of research was conducted in November 2002.
- Phase II of research was commissioned with a view to assessing reaction to:
 - Revised versions of the 'Prngt?' poster and Positive Options leaflet
 - Have revisions addressed issues from Wave I of research?
 - Initial reactions to a 'Prngt' postcard and Positive Options poster.

I. Research Methodology

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MARKET RESEARCH

- Research was conducted qualitatively, by means of a series of four focus groups
- And among participants from universities at which that campaign had been exposed

Group No	Age	Occupation	Social Class	Location
1	18-24	Trinity Students – 1 st years	A mix of social class	Dublin
2	18-24	Trinity Students – 3 rd years	A mix of social class	Dublin
3	18-24	GMIT Students – 1 st years	A mix of social class	Galway
4	18-24	GMIT Students – 3 rd years	A mix of social class	Galway

- Participants were recruited by student union officers at both Trinity and GMIT
- Research was conducted by Orla Murphy in Dublin on February 13th and in Galway on February 19th 2003.



II. Reaction to the Concept and Execution of Revised 'Prnt?' Campaign

II. Reaction To Posters

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MARKET RESEARCH

- 'Prngt?' campaign achieves high spontaneous recognition and cut-through among respondents from both Trinity and GMIT.
- Bar two first-years, all participants spontaneously raised the topic of the campaign when asked about information sources about unplanned pregnancy:
 - Most recognised the campaign as a new one,
 - but some first years believe that the campaign and text message concept may have been around for some time
 - A sense that it is only natural that such a campaign exists.
- Most do not spontaneously recall who sponsored the campaign.
- Most, but not all, respondents are aware of one or two organisations they might be able to approach if looking for information about a crisis pregnancy
 - Those who do not know the names of any, believe that the poster would be comforting if they were in need of help or advice.

II. Reaction To Posters (Cont'd)

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MARKETING

- Poster campaign is extremely effective in achieving **attention** and **memorability**:
 - To the extent that all remember how the ads appear visually, and even remember the number to be texted
 - Due not only to the design and layout but also the message it contains, and the type of service it offers.



- The starkness of the word 'Prgnt?' against a white background draws immediate attention:
 - The lack of 'clutter' draws the eye to the headline
 - And distinguishes the poster from all other ad campaigns around campus.



- All participants remembered the 'Prgnt?' headline:
 - Primarily because the wording is presented uniquely in text format.
- The directness and 'boldness' of the headline has a strong impact:
 - To date, the topic of pregnancy has been addressed in 'hushed tones.'

II. Reaction To Posters (Cont'd)

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MARKET RESEARCH



- As was the case with the original iteration of the poster, the colouration of the 'Prngt?' headline leads some to draw associations with the 'Clearblue' pregnancy testing kit.



- The campaign 'blows the issue open'
 - And many participants are very happy that this has 'finally come into the open.'

II. Reaction To Posters - Location

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MARKET F

Location, Location, Location

- Posters perceived to be strategically spread and well spread in terms of number and locations within colleges:
 - On the back of toilet doors
 - In canteens
 - On passage walls along well travelled routes.
- All locations were considered appropriate:
 - Bathrooms in particular
 - Time to study the content.
- Participants drew attention to the fact that the campaign is noticed by **both male and female** students around campus, and believe that male exposure to the campaign is important.



"It's good for guys to know about this. It takes two to tango."

II. Reaction To Posters - Language

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Language

- Initial reactions of alarm:
 - followed by curiosity.

“I thought I was seeing things!”

- Further investigation results in a sense of comfort.
- Language used in the body of the message adds a strong ‘comfort value’ of the campaign:
 - If faced with an unexpected pregnancy, all would identify with the phrase **‘Feeling panicky?’**
 - **‘Please don’t worry’** and ‘help is at hand’ are very reassuring phrases.
 - The phrase **‘If you are late’** would give respondents the sense that help is available ...
 - Even in the very early and worrying stage of suspicion about an unplanned pregnancy.

Language (Cont'd)

- Most believe that the services currently available provide help only after a woman has discovered that she is pregnant – the most worrisome time of an unexpected pregnancy.
- And that providing help or advice at this point would actually encourage women to take early action
 - By undergoing a pregnancy test,
 - Rather than delaying or prolonging the process and, in some cases, suffering through denial.
- Some sense that the extension of 'text' language into the main body of the message is unnecessary and even frivolous
 - And that it detracts from the seriousness and sincerity of what is being conveyed.

II. Reaction To Posters - Instructions

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Instructions

- Freetext instructions are much clearer compared to the original iteration of the poster:
- The highlighting used on actual word to be texted means that instructions are 'foolproof'. This marks a strong improvement on the earlier version of the poster.
- As was the case during the last phase of research, reference to the fact that the service is available **anytime** and **anywhere** is reassuring.
- The subtext below the text instructions confirms expectations of the type and level of information that would be provided,
 - But, most importantly, leads readers to believe that they will ultimately be given an opportunity to explore 'all of their options.'



II. Reaction To Posters – CPA Logo

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- The Crisis Pregnancy Agency logo goes largely unnoticed.
 - Generates conversation and curiosity only when attention is drawn to it.
- At this point, respondents question the identity and role of the organisation
 - But admit, that as it stands, its anonymity would not impact their perceptions of the campaign.
- Some believe that the logo is a reversed harp:
 - Suggesting governmental tie-in of some kind
 - One or two participants believe that the logo is, in fact, a scan of some kind.

II. Reaction To Posters – The Target

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- Participants believe that this campaign would most draw the attention of women (and men) between the ages of 16 and 25:
 - And to a lesser extent those as old as 30
 - Texting is considered to be something with which only younger age-groups are familiar.
- Nonetheless, participants believe that the **service** itself would be of value to women as old as 35 or 40 ...
 - Single women and married women who might not be able to 'deal' with a late unplanned pregnancy.
- In order to reach the maximum number proportion of the target group, participants believe that posters should also be located:
 - At bus stops and on buses
 - In schools
 - In nightclubs (bathrooms)
 - In restaurants/fast food outlets (bathrooms).



II. Reaction To Postcards

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- Participants in Dublin were more aware of the postcards than were participants in Galway:
 - Many had seen, and picked up the postcards in ‘The Buttery’
 - Sometimes from postcard stands, but mostly from tables.
- Since postcards have become a ‘collectors item’ among many students, students spend time examining them.
- As is the case with the poster, the uniqueness and starkness of the design attracts attention ...
 - And the use of the text ‘Prgrnt?’ attracts attention and achieves memorability.
- Further cut-through on the postcard was achieved as a result of punchout card feature:
 - Some tore this card out ‘just because they could’ – a fun aspect, but did not keep it,
 - And in doing so distinctly remembered the card -and by default, the service
 - They would consequently know where to go if they actually needed the information.

II. Reaction To Postcards

LANSDOWNE
MARKET RESEARCH

- While some argued that a postcard format is redundant:
 - i.e. you would never post this to anyone.
 - Others argued that the discreteness of a postcard would be appreciated by someone who might need information.

“No one would really see you picking it up.”

- Regardless, this ‘unappropriateness’ achieved strong cut-through and recall.
- With one exception, no participant had actually kept the information card, however, most would look out for it or pass it along if the need presented arose.
- Some noted that the card would likely be too big to carry in a purse
 - But say that they might keep it in a book or a drawer as a reference piece if they thought it would come in handy.
- Given its uniqueness and shock factor, some would keep the entire card and display it with their collection
 - On their fridge or notice board.
- Some suggested that the card should also contain Web site information



III. Reaction To 'Prmnt?' Poster

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"When you find out that you are pregnant and it's a crisis pregnancy there would be so much going on inside your head that you would want something really clear."

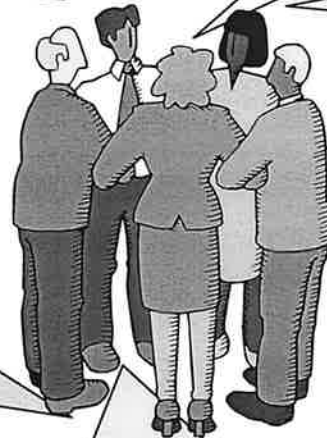
"It's good for our age group. It sounds like it would be at your level – whatever they say."

"It's very simple and you don't need to be bombarded with all these images or words."

"Having access to a number like that to call should be a common place, and easy thing to do – as common as getting phone cards or condoms."

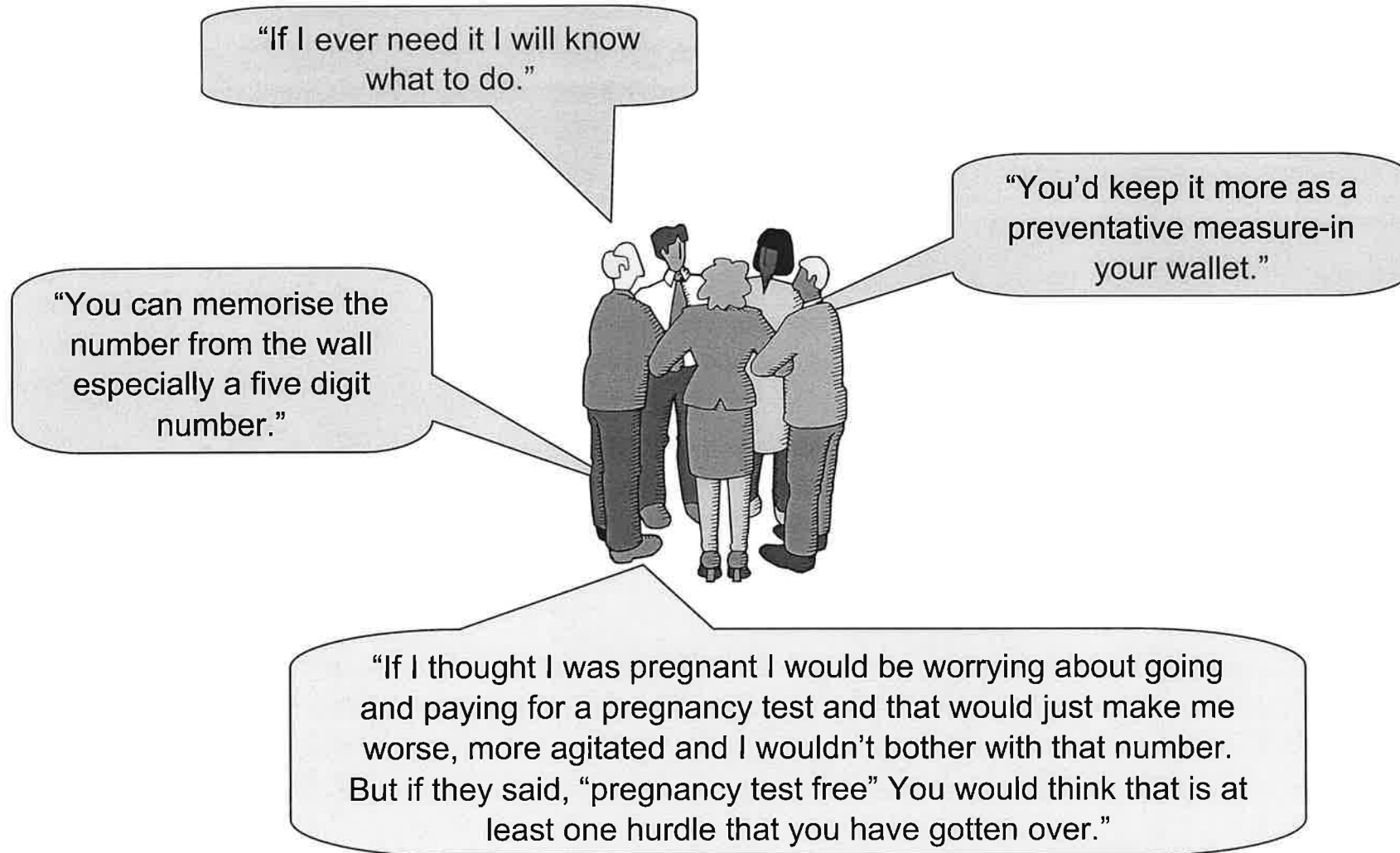
"It has just made the information more freely available, and is very user friendly for someone who would be in a crisis situation and wouldn't know where to turn."

"The best thing I thought was that it stood out because there are loads of posters in college. The big words were - *pregnant* and *text* It catches your eye."



III. Reaction To 'Prngt?' Poster

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III. Reaction To 'Prnt?' Poster

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"I think that it is very good because it is in text format and everyone uses the text language."

"It makes you think, did I take the pill today?"

"I actually felt 'Oh great they are doing something.' Because my friend was pregnant and the first reaction I had was to go to them because I couldn't say anything more to her. You are always afraid of getting involved."

"It's not what you would expect. I remember seeing other posters for other agencies but the just turned me off. They would have a sad looking girl on them."

"The walls are so cluttered. Ads for heavy metal bands playing. Announcements that classes 2.00pm are cancelled. They are tacky and there is all text everywhere. Then you have this big white poster. It really stands out"





III. Usage of Text Messaging Service

III. Reaction to Concept of Text Messaging Service

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The Concept



- Participants unanimously agree that a text messaging service is **the** most appropriate means possible of accessing and communicating information on crisis pregnancy:
 - Accessible
 - Discrete
 - Private, confidential, and untraceable
 - Affordable
 - Sidesteps the dread and awkwardness of having to meet or speak with a stranger.
- A text messaging service would ultimately increase the likelihood of enquiry ...
 - And the speed with which someone might 'take the first step.'

III. Usage of Text Messaging Service Instructions

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Instructions



- All respondents completed text message enquiry effortlessly
 - Instructions are clear and easy to follow.
- Most participants agree that the **'list'** text instruction is the most memorable, and appropriate choice
 - It manages expectations and clearly indicates what users can expect.
- **'Info'** suggests that users would receive something more than names, and telephone numbers.
- **'Options'** is a vague term, and users would not know what to expect in terms of a response
- **'Reply'** suggests that you will get a personalised response from someone with whom you will eventually develop a relationship
 - To great a step too soon.



III. Reaction to Text Messaging Service – Reaction to Information

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Information Received – Level I



- Initial reaction is one of surprise at the speed at which responses are received.
- All respondents are initially taken aback at the number of agencies listed in the response.
 - In this respect, phase I of the process is informative and educational.
- The only stumbling block encountered during phase I of the process is a widespread lack of understanding of the term '**chars**':
 - Many initially interpret this to mean 'charities'
 - But most achieve understanding through perseverance.
- Some suggested, and most agreed, that the use of the term 'ltrs' (letters) would be more readily understandable.
- The anonymity of the sender identification (50444) is much appreciated.



III. Reaction to Text Messaging Service – Reaction to Information

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Information Received – Level II



- Participants had to be restrained from moving to phase II of information gathering process.
 - Phase I generates a high level of interest in discovering more.
- Phase II would provide adequate information to satisfy participants' needs if they were worried about an unplanned pregnancy.
- Some criticism in Galway about the fact that phone numbers do not identify whether an agency has a presence in Galway.
 - Suggestion that locations might also be listed.
- Some criticism about the fact that the opening hours look like a phone number.
 - There should be a full stop between the hour and minute characters.

III. Reaction to Text Messaging Service – Reaction to Information

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Information Received – Level II (Cont'd)

- Participants are often surprised to discover the services that are available:
 - Free pregnancy testing in particular.
 - And information on single parents rights – but to a lesser degree.
- Most appreciate the inclusion of a Web site address, however, students highlight the fact that privacy is an issue when using the Internet at college.

"It is very
anonymous."

"I think that it is good to get you
started anyway. You get more
personal after that once you have
made contact. It is a bit of a step
towards somebody."



IV. Reaction to Concept and Execution of the Positive Options Poster

IV. Reaction to Positive Options Poster Design

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MARKET RESEARCH

- None had seen Positive Options Poster.
- Those who had seen the Positive Options leaflet recognised the images used however:
 - At first glance, most would have passed the poster without giving it any further attention.
 - The image used seems generic to skincare advertising.
 - And few would have any interest in examining it.
- Most express surprise at the fact that the image is so ‘blatant’
 - Believe that it overwhelms such an important message.
- In addition, white text on a light background does not stand out and is difficult to read:
 - Suggestion that headline should be in a more distinctive colour
 - Perhaps pink.
- The subtext also goes largely unnoticed at first glance
 - Is difficult to make out against the light background.



IV. Reaction to Positive Options Poster Design (Cont'd)

LANSLOWNE
MARKET RESEARCH

- The 'Options' element in the bottom right hand corner does stand out, and while the meaning is initially vague:
 - The subtext clarifies its significance.
 - By default, the term is understood, well received, and appreciated.
- As was the case during phase I of the research, the significance of the 'female' symbol is lost on most and considered redundant by these participant.
 - They don't readily see or comprehend the '+' symbol or association with the term 'positive'
 - Those 'in the know' believe that it draws attention to the fact that the poster communicates information about a uniquely female issue.

IV. Reaction to Positive Options Poster Design (Cont'd)

LANSDOWNE
MARKET RESEARCH

- The Web site address stands out well against the pink background, however a Web site address is of limited use to students.
 - Their easiest and sometimes only free access to the Internet is at college.
 - But they rarely get access to the Internet without having someone glance over their shoulder.
- Most believe that the URL is suitable and memorable.
 - Some *limited* suspicion that some may think that 'positive options' would refer to only 'politically correct' options (i.e. pro-life information only)
 - And that this would be offputting to potential users.
 - Overall, this was not a major issue however.

IV. Reaction to Positive Options Poster Design (Cont'd)

LANSDOWNE
MARKET RESEARCH

- Some criticism of the actual picture used in the poster:
 - A minority believe that expression of the model is one of too extreme a level of contentment,
 - And not something that a young woman in a crisis pregnancy situation could identify with.
 - Others believe that the image is of an *extremely* middle class female.
- Nonetheless, most agree that the picture suggests that a crisis pregnancy can happen to anyone
 - And most participants believe that the image is uplifting and a welcomed challenge to expectations





“It says that an unplanned pregnancy doesn’t mean that it’s the end of the world.”

- When asked how the poster could be made more attention grabbing, participants refer back to the brochure design
 - They suggest that reducing the poster image to half of its current size and positioning the text on a pink background -as is the case with the brochure- would make a significant difference to its cut through.



IV. Reaction to Positive Options Poster Design (Cont'd)

LANSDOWNE
MARKET RESEARCH

- Strong criticism of the use of the word '**ask**' in the Options poster campaign:
- Having to 'ask' for a leaflet would exasperate sensitivity:
 - Especially in a student welfare office setting,
 - Since most students know their officer personally or will repeatedly encounter him or her around campus.
- Participants suggest that the word 'ask' be replaced with '**pick up**' or '**available at**'
-  → They would not want to draw attention to their need of pregnancy related information.
- Several suggestions that the poster be mounted and accompanied with a 'leaflet' container, and hung on walls around college or in doctors' surgeries
-  → So that those in need would have to make a concerted effort to try to find leaflets.

IV. Reaction to Positive Options Poster Design (Cont'd)

LANSDOWNE
MARKET RESEARCH

- Most assume that the more serious 'tone' of this poster relative to the 'Prnt?' campaign, means that this poster is aimed at an older aged respondent
 - i.e. anywhere between the ages of 26 and 45.
- Most believe that while it does not achieve a strong cut-through, and despite the fact that it is difficult to read they would eventually notice it if they were in a doctor's office.

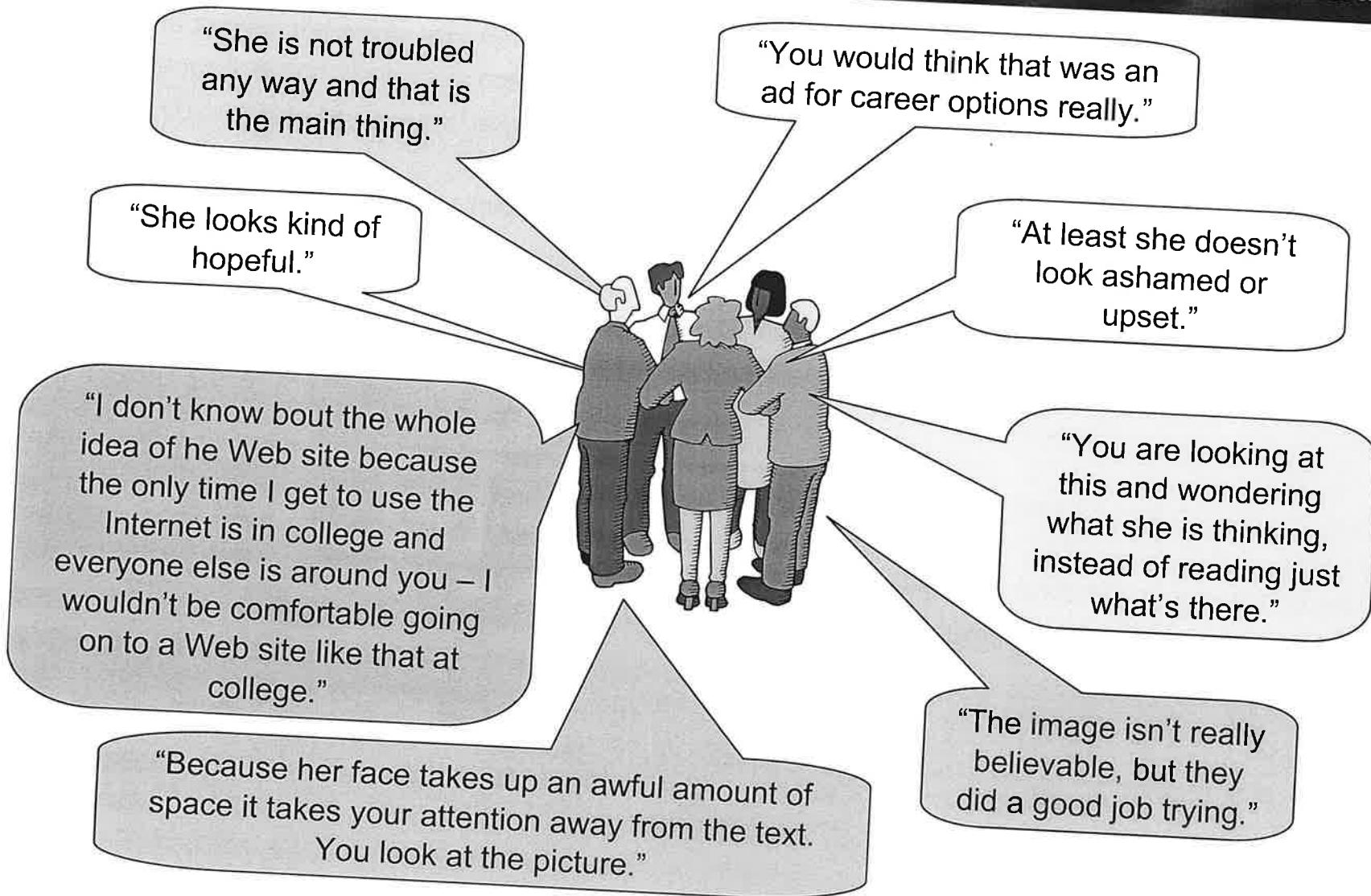
"You'll read anything when you're in there. You look at all the posters."

- When asked where else the poster should be displayed in order to target the most appropriate viewers, participants suggested:
 - Doctor's offices
 - Chemist's
 - Around campus.



III. Reaction To The Options Poster

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III. Reaction To The Options Poster

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"You need something positive because at that moment you can't see a way forward. You might be a bit confused, so for someone else to say that there are options is quite reassuring"



"It is good because it is not the stereotype of the single mother in a crisis pregnancy.

It is not the stereotype, trashy tramp, and all that kind of jazz. She is normal. She's probably upper middle class. She has got clean finger nails. She is a nice girl."

IV. Reaction to Concept and Execution of the Revised Positive Options Leaflet

IV. Reaction To Revised Leaflet - Design


LANSDOWNE
MARKET RESEARCH

- Reaction to the **concept** of the Positive Options leaflet is as strong as it was during the previous wave of research.
 - A central source of information about all services available through all agencies is needed and strongly welcomed.
 - Reaction to the layout and design is considerably more positive.
 - Overall, respondents react well to the layout of the leaflet
 - Their initial comments are positive rather than negative as was the case previously
 - No criticisms more serious than limited comments that the hue of pink is too vibrant
 - Those who were exposed to the poster first and leaflet second commented that the image was much more acceptable and the expression less irritating in its reduced format
 - Those who were exposed to the brochure first have few criticisms and in fact appreciate the 'generic' appearance of the leaflet
- "If you had this in your hand or on a table, it could be for anything. You'd have to look closer to find out what it was for."*



IV. Reaction To Revised Leaflet - Design

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MARKET RESEARCH

- The combination of the words 'Options' and 'Crisis Pregnancy Agency' communicate the function of the leaflet
 - And the reduced font size of 'Crisis Pregnancy Agency' doesn't make its function overly evident
 - As was the case with 'Crisis Pregnancy Services' in one of the original iterations
- The use of the word 'Options' works well to convey the sense that there are choices.
- **'WHERE TO GET HELP'** also clarifies the function of the leaflet
- 'Reaction to the *layout* of the information in the leaflet has improved 
 - Participants could distinguish between the information relating to individual agencies quickly and easily
- Participants appreciate the fact that the information sequence is the same for all agencies
 - i.e. address listings and telephone numbers, followed by opening hours and services offered.

IV. Reaction To Revised Leaflet - Design

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MARKET RESEARCH

- Reaction to the punchout card was much more positive than last time around.
- Because of its subtlety, participants would be more likely to tear and carry this card than that from the 'Prgrnt?' postcard.
- The fact that the meaning of the message on the reverse side of the card is cryptic and yet evident to those who would carry is a clear improvement
- Some suggestion that the font on the second line (i.e. to deal with a crisis could be reduced to further conceal the significance of the message.
- The overall message would remain intact however.
- The use of the terms 'Positive' and 'Options' is considered uplifting.



IV. Reaction To Revised Leaflet - Content

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MARKET RESEARCH

- Three key issues arose in terms of the content of the brochure.

Making an appointment

- Several participants in each group found the reference to a 'one hour' counselling appointment to be overly assertive and touching on dictatorial

"It sounds like what a teacher would say at school"

- Some confusion as to whether this means that there is an overall restriction of one hour over a number of visits
 - Concern that a visitor would be forced to book a one-hour appointment or even if she had a short query.
- Suggestion that this term should be softened to "You will be given the time to explore your feelings" or "You will have the time to explore your feelings."

IV. Reaction To Revised Leaflet - Content

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Free Services

- Bolded text referring to counselling services are often read without reading the preceeding line, so readers often assume that **all** services are free
- They later discover that some services are free only when a medical card is produced
- And question what they believe to be a 'false promise'
- Suggestion that this line should be revised to read '**These *pregnancy counselling* services are free of charge**'

Directive and Non-Directive Counselling

- Some strong reaction to the fact that a reader would have to study the brochure in detail to determine the 'point of view' of a particular agency
 - CURA is the most widely know agency, and most participants familiar with CURA know that it is strongly pro-life and strongly anti-choice.
- They believe that the withholding of this kind of information will not only generate bad feeling towards the Crisis Pregnancy Agency,
 - But could also risk putting vulnerable women in a very difficult and distressing position.
- Some effort needs to be made to make **philosophies** more evident.

Possible Locations for Leaflets

- When asked where leaflets should be available, participants suggested that they should be positioned more selectively than the 'Prgrnt?' posters
 - Chemist's
 - Doctor's offices
 - Strategic but select areas around college,
 - Students would not like to be seen taking a leaflet in public.
- Secondary schools (during a 'pep talk' session.)

IV. Reaction To Positive Options Leaflet

LANSDOWNE
MARKET RESEARCH

"If they said – 'You would have time to explore your options' -that gives you the feeling of being able to have time and a chance and an opportunity."

"You might take the card after reading the leaflet – because you wouldn't want to carry it with you."

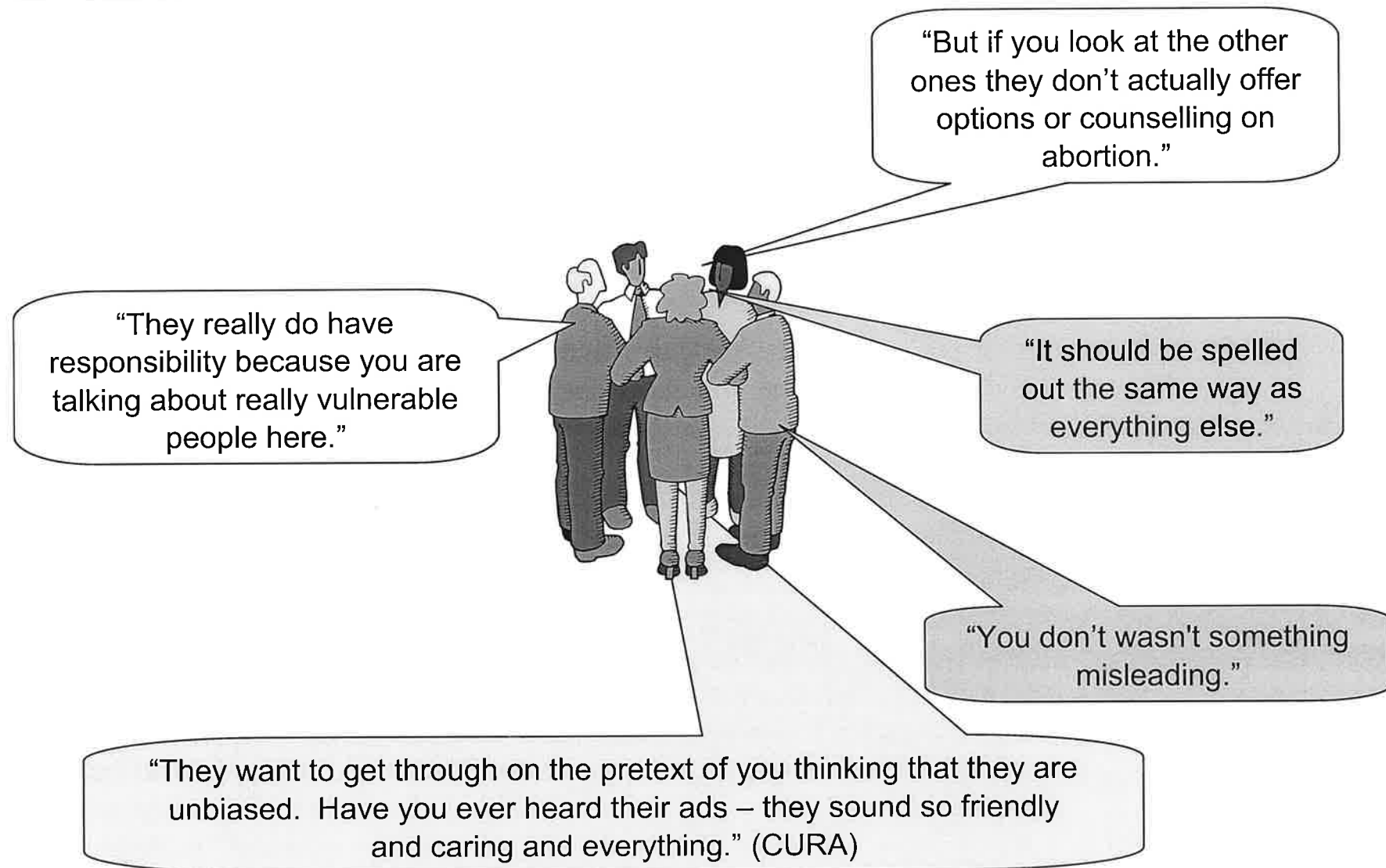
"I was reading it and I was thinking maybe they wouldn't let me bring somebody with me. You'd feel as if you weren't alone." (CURA)

"it would never have dawned on me to go through all this and get free pregnancy test and all that kind of stuff. I would just have gone down to the shop and get a pregnancy testing kit and collapse on the floor."



IV. Reaction To The Positive Options Leaflet

LANSDOWNE
MARKET RESEARCH





V. Summary and Conclusions

V. Summary and Conclusions

LANSDOWNE
MARKET RESEARCH



- **The ‘Prngt?’ poster campaign is highly successful**
 - It is visible by virtue not only of its strategic posting of it around Trinity and GMIT, but also because of it’s distinctive design.
 - The text message style achieves attention from students.
- The word ‘Prngt’ instantly comes as a shock but engages curosimy and achieves memorability.
- The comforting language and tone of the ‘Prngt?’ poster campaign would resonate very well with students should they discover themselves in a crisis pregnancy situation.
- Using the word ‘list’ as the text communications works best.
- Students would like to see this campaign posted as liberally as possible in the types of places young people visit.
- Believe that this is a worthwhile and long awaited effort.
- **Consider changing subtext from text language to extended text.**



V. Summary and Conclusions

LANSLOWNE
MARKET RESEARCH

- **The Postcard also achieves strong cut-through**
 - The unappropriateness of the message given the communications format achieves strong memorability.

- **The text service is very well received**
 - The most appropriate and accessible means by which to communicate crisis pregnancy related information.
 - Some minor criticisms of the way in which information is communicated
 - **‘Chars’ should be changed to ‘Ltrs’** 
 - **Insert a full stop between hour and minute digits** 

V. Summary and Conclusions

LANSDOWNE
MARKET RESEARCH

- **Strong criticism of the Positive Options Poster**
 - The size of the image on the poster overwhelms the message/text
 - The design/image also appear to generic beauty product advertisign
 - Saturation of such advertising means students are most likely to pass the poster without looking twice
- Strong criticism of use of word 'Ask' in sub text
 - And resistance to having to look for leaflets
- **Suggestion that the poster should be adapted to fit more closely with the design of the leaflet**
- **Reduce the size of the image but put the text on a pink background**
- **Replace 'Ask' with 'Available from' or 'Pick up at'**
- **Perhaps have a leaflet holder attached to mounted poster**



V. Summary and Conclusions

LANSDOWNE
MARKET RESEARCH

- **Much more positive reaction to leaflet compared to earlier version**
 - Information is clearly laid out and easy to find
 - Pouchout card is more subtle and very appealing.
- Some misinterpretation of 'time limit' on appointments
- Some misunderstanding of what services are free and what ones are not
- Strong belief that the philosophy of each agency be outlined in the leaflet
- **Specify that the free services refer to counselling services only**
- **Change 'about one hour' to 'You will have time'**
- **Clearly indicate 'philosophy' of each agency.**

