



# Convenience Advertising

# **Convenience Advertising of Johnson & Johnson Sanitary Protection Products**

Report on Field Work findings

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**Convenience Advertising of Johnson & Johnson Sanitary  
Protection Products: Report on Field Work Findings**

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# 1 Summary of findings

Research was carried out with 300 respondents, equally divided between Sydney and Melbourne locations. The respondents were young women aged 18-25 who used locations in which advertising for J&J sanitary products was placed in toilets, using the Convenience Advertising method. The research was carried out by the Efandis Research Group and Taverner Research. QQSR designed the research and received and analysed the data for the report.

## The sample proved to be:

- **Well educated** – 87% had attended school to Year 12/13 and 90% had either obtained or were studying for some further qualification;
- **Employed and/or studying** – only 2% were unemployed and 1% on home duties;
- **Single** – 86% had never married and 7% were in de facto relationships; and
- **Childless** – 94% had no children.

## Their views of the method of advertising strongly supported the method, finding it:

- **Not offensive** – 93% said that it was not at all offensive; and
- **An appropriate way to advertise** – 98% thought it a good idea to advertise these products in this way.

## With regard to sanitary protection usage:

- **Over 50% used tampons of one form or another;**
- **About 40% used napkins;**
- **Carefree was the leading brand** – 39%, ahead of Whisper (19%) and Libra (14%)

## With regard to exposure and recall:

- **Only 5% had not been exposed to the material** – these being first time visitors who had not used the facilities during their only visit;
- **Two thirds had unprompted recall of seeing a message** – 65% recalled seeing material, rising to about 75% when the prompt health message was added; and
- **Recency had a slight effect on recall** – those not using the toilets on the day of interview had a very slightly (but not significantly) lower rate of recall, 61% compared to 65%.

## With regard to the 5 brands examined, these varied in recall, the amount of the advertisement that was read and how much the respondent liked the poster. Specifically:

- **Carefree Challenge** – had a very high level of recall (75%) and the highest level of being read in full (46%). On the other hand, it was not as well liked as the others, with only 24% expressing moderate liking, compared to 70% or more for other brands;

- **Carefree Breathables** – had a very high level of recall (76%) and was the best liked – over 80% liked it, 25% very much;
- **Carefree Selections** – had a moderate recognition rates (60%) and was well liked, but not much of the material was read;
- **Stayfree Ultra Thins** – had a moderate recognition rate (60%) and was well liked, but not much of the material was read. *In this case, however, it was also possible to measure recall of type ad brand and over two thirds of respondents who read the message could correctly identify product type and brand.*
- **Carefree Pizzazz** – had a low recognition rate (48%), little of the material was read (only 9% read it all) but the design was quite well liked.

Brand related and method linked conclusions:

- **Only one poster (Challenge) was read in full, the others contained too much text** – while this was not the best liked (some found it confusing, others dislike the 'ambush' advertising approach, the small amount of text and 'one line message' fits the method;
- **One design (Breathables) stood out graphically** – the clean, light photo was eye catching and appealing. The text, however, was far too long and the font too small. The message needs to be discernible to average eye-sight at 1m and readable to average literacy levels in about 5-10 seconds.

## 2 Recommendations

Two broad recommendations stand out from the findings:

- **The Convenience Advertising method clearly has the capacity to deliver focused messages, but those messages need to be specially developed for the medium** – designs that work in (e.g.) print media are not automatically transferable to the Convenience Advertising medium which needs the eye-catching graphic plus a very short, snappy text that can be digested in a matter of seconds;
- **Some further research into the exact time and use dynamics of toilet stalls is warranted** – it seems uncertain exactly how long a typical woman occupies a toilet stall, where her gaze is likely to be fixed and for how long. More subtly, it is also unclear what emotional states are typical and how these impede or facilitate message reception. These factors, however, probably set clear parameters on what type of message can be constructed and successfully sent. Carefully constructed, qualitative research with small groups of young women would reveal some useful answers to these questions and hence provide a basis for refining the delivery method.

### 3 Survey Report

Field research was carried out in 25 locations. The location list, with brand researched in that location, is shown in Table 1.

**Table 1: Research locations**

QANTAS DOMESTIC TERMINAL	BREATHABLES A
QANTAS DOMESTIC 1 TERMINAL	BREATHABLES B
FERNWOOD GYMNASIUM	BREATHABLES A
FERNWOOD GYMNASIUM	BREATHABLES B
KEW HAWTHORN / BALWYN REC	CAREFREE BREATHABLES
ASHBURTON POOL AND RECREATION	CAREFREE BREATHABLES
HOYTS BROOKVALE	STAYFREE ULTRA THIN
HOYTS EASTGARDENS	STAYFREE ULTRA THIN
HUNTER TAFE NEWCASTLE	STAYFREE ULTRA THIN
SYDNEY INSTITUTE OF TECHNOLOGY	STAYFREE ULTRA THIN
RMIT UNION	STAYFREE
HOYTS MELBOURNE	STAYFREE
WATERGARDENS SHOPPING CENTRE	STAYFREE
EPPING PLAZA	STAYFREE
EASTLANDS RINGWOOD	STAYFREE
HOYTS SYDNEY	CAREFREE CHALL
HOYTS BANKSTOWN	CAREFREE CHALL
UNI WESTERN SYDNEY PENRITH	CAREFREE CHALL
UNI WESTERN SYDNEY	CAREFREE CHALL
UNI NEWCASTLE UNION	CAREFREE CHALL
HOYTS PENRITH	CAREFREE CHALL
HOYTS WATERGARDEN	SELECTIONS/PIZZAZZ
MONASH UINI	SELECTIONS/PIZZAZZ
HOYTS HIGRPOINT	SELECTIONS/PIZZAZZ
LATROBE UNI BENDIGO	SELECTIONS/PIZZAZZ

The target audience was 18-25, and the age distribution achieved is shown in Table 2.

**Table 2: Age last birthday**

<i>Age</i>	<i>Number</i>
18	65
19	39
20	34
21	42
22	39
23	26
24	21
25	34

It was useful to ascertain whether the respondent was a first time user of the location or a regular user, and the result is shown in Table 3, which indicates that only, 11% of respondents were first time users.

**Table 3: Have you been here before today?**

First time used this location	34
Been before	266

It was also useful to ascertain whether respondents who were not first time users came to the location regularly. Table 4 shows that 63% use the venue weekly or more often. In short, most respondents were regular users of the venue.

**Table 9: Recall by use that day**

Toilet use that day	Recall	DK	No	Did/do not use stalls	TOTAL
Yes	67%	4%	29%	-	178
No	61%	4%	34%	-	106
TOTAL	184	11	88	1	284

Further probing as to whether the respondent had seen a 'health related message' in the toilet revealed that among the 99 (see table 8 above) who were not sure or did not recall, 27 (that is, another 10%) later recalled seeing a 'health related message'. *In all, therefore, recall unprompted by seeing the material is at approximately 75%.*

### **Brand Specific Information**

In this section, information is presented about the 5 brands. In each case, the items tabulated are whether the respondent recalls seeing the poster in question and, if she did, the amount of the material on it that she read. As will be clear in examining the tables, recall rates and amount of the material read vary markedly between brands.

#### ***CAREFREE CHALLENGE***

**Table 10: Do you recall seeing this poster at all?**

Yes	46	73%
DK/NO answer	12	19%
No	5	8%
TOTAL	63	

**Table 11: How much of the poster did you read?**

		%Exposed who read material*
All of it	29	46%
Some of it	12	19%
None of it	5	8%
[Did not recall poster	17	27%]
	63	

#### ***CAREFREE SELECTIONS***

**Table 12: Do you recall seeing this poster at all?**

Yes	30	60%
DK/NO answer	1	2%
No	19	38%
TOTAL	50	

**Table 13: How much of the poster did you read?**

		% Exposed who read material*
All of it	9	18%
Some of it	15	30%
None of it	6	12%
[Did not recall poster	20	40%]
	50	



## CAREFREE PIZZAZZ

**Table 14: Do you recall seeing this poster at all?**

Yes	11	48%
DK/NO answer	2	9%
No	10	43%
TOTAL	23	

**Table 15: How much of the poster did you read?**

		% Exposed who read material*
All of it	2	9%
Some of it	9	39%
None of it	0	-
[Did not recall poster	12	52%]
	23	

The data for this one brand should be treated with caution, because of a complexity in design and fieldwork. With most locations, the link was 'one site, one poster'. With Selections and Pizzazz it was 'one site, two posters'. Interviewers were instructed to show the Selections poster first, then irrespective of answers to that, also show Pizzazz posters.

However, of the 50 respondents on these sites who had used toilets only about half were asked about the latter. It is probable that:

- where a respondent recognised and gave information on Selections, some interviewers did not continue with the Pizzazz questions because they were concerned not to overtax the patience of respondents;
- where a respondent did not recall any poster and also did not recognise the Selections poster, the interviewer did not show the Pizzazz poster, believing that the respondent did not have useful knowledge.

Together these two effects lowered the data collection rate for Pizzazz and this may account for the apparently low recognition and recall rates.

## STAYFREE ULTRA THINS

**Table 16: Do you recall seeing this poster at all?**

Yes	65	60%
DK/NO answer	5	5%
No	33	35%
TOTAL	108	

**Table 17: How much of the poster did you read?**

		% Exposed who read material*
All of it	19	18%
Some of it	42	39%
None of it	4	4%
[Did not recall poster	43	40%]
	108	

The poster for Ultra Thins does not prominently display the category of sanitary product being advertised, so that being briefly shown the poster in the interview does not alter recall rates in the way that was true for other products. *It is therefore important to know that 68% of respondents who read some or all the ad could correctly identify the type of product (sanitary pad) and 67% could identify the brand as Stayfree.*

**CAREFREE BREATHABLES**

**Table 18: Do you recall seeing this poster at all?**

Yes	47	76%
DK/NO answer	0	-
No	15	24%
TOTAL	62	

**Table 19: How much of the poster did you read?**

		% Exposed who read material*
All of it	10	15%
Some of it	26	40%
None of it	11	17%
[Did not recall poster	15	24%]
	62	

Tables 10 through 19 can be summarised in the following composite figure shown as Figure 1 and which appears on the next page.

**General Questions**

In this section, results are presented for the general background questions that describe some relevant attributes of the respondents and their attitudes.

The first relevant question was the type of sanitary protection used by the respondent. Data on this appear in Table 20, while Table 21 refers to the brand used.

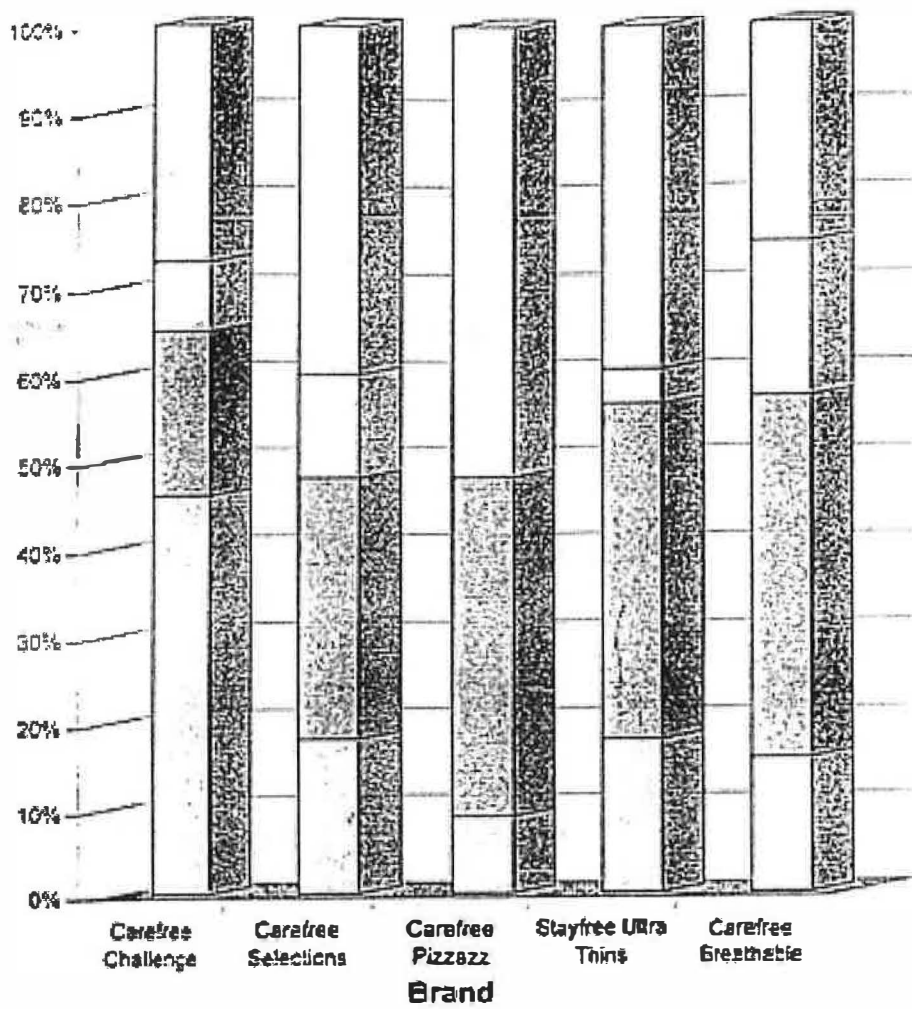
**Table 20: What type of Sanitary Protection do you mainly use?**

Napkins	72	25%
Ultra Thins Napkins	33	11%
Slim Napkins	18	6%
Thick Napkins	4	1%
Tampons	145	51%
Non-Applicator Tampons	3	1%
Applicator Tampons	2	1%
Liners	1	-
Other/DK/No answer	6	2%

**Table 21: Which brand do you mainly use?**

Stayfree	16	5%
Libra	42	14%
Carefree	116	39%
Whisper	58	19%
Tampax	15	5%
Kotex	8	3%
Meds	3	1%
Generic/Homebrand	2	1%
Other (SPECIFY)	6	2%
Cottons	15	5%
Don't know	19	6%

Comparison of recall and reading of the 5 brands



- Did not recall poster
- None of it
- ▨ Some of it
- ▩ All of it

Respondents were asked if they liked the design and appearance of the poster that they saw. Three fifths liked the design, one third were neutral and only about 6% disliked what they had seen. This varied, however, between the five main posters and the picture is shown in Table 22.

**Table 22: Like the design and appearance of the poster, by brand**

	CF/Chall	CF/Sel	PZ	SF	Breath
Liked very much	0%	18%	19%	13%	25%
Quite liked	24%	64%	62%	54%	56%
Neither disliked nor disliked/DK	71%	14%	14%	25%	17%
Quite disliked	2%	0%	0%	2%	3%
Disliked very much	2%	5%	5%	7%	0%

Respondents were asked, in an open ended question, what they thought the main message of the poster was. About half did no provide any clear reply. Of those that did, the replies were examined and coded into various categories, and the categoric data are shown in Table 23. The full text of this material is also added and appears as Appendix 1.

**Table 23: What do you think the main message of the poster was?**

They are thin / discreet / compared to supermodel	41	21%
Comparing one brand against the other	31	16%
Other	30	16%
Women prefer Carefree	16	8%
Don't know / have no idea	16	8%
Just trying to sell a product	15	8%
They breath / let air circulate / breezy	14	7%
Feels like you're wearing nothing / comfortable	9	5%
Confusing didn't get the message	8	4%
Good protection / absorbent	6	3%
Feel carefree / free	4	2%
You feel fresh / stay fresh	1	-
	191	

Respondents were asked whether they found the poster useful or offensive. Few found the directly useful (Table 24) but more importantly, almost none found it offensive (Table 25).

**Table 24: Was the information in this poster useful to you?**

Very useful	7	4%
Quite useful	57	36%
Not useful/DK	89	56%
Recall inadequate	7	4%

**Table 25: Did you find main message of this poster offensive at all?**

Very much	1	1%
Somewhat	8	5%
Not at all/DK	149	93%
Recall inadequate	2	1%

Furthermore, as Table 26 makes clear, the vast majority think that this form of advertising is a good idea.

**Table 26: Do you think that it is a good idea to advertise hygiene products in women's toilets in this way?**

Yes, definitely	102	64%
Yes, probably	54	34%
Not sure/DK	2	1
No probably not	2	1%
No, definitely not	-	-
Recall inadequate	-	-

### **Demographics**

The last section reported here deals with the demographic composition of the sample, and results are displayed in Tables 27 through 31.

**Table 27: What is the highest year of school that you completed?**

Still at school	2	1%
Year 9, or less	3	1%
Year 10	17	6%
Year 11	17	6%
Year 12/13	261	87%

**Table 28: Are you studying for, or have you obtained, any post-school qualification such as a trade certificate or degree?**

Studying for degree	139	46%
Obtained degree	55	18%
Studying for trade cert.	14	5%
Obtained trade cert	11	4%
Studying for other qualification	35	12%
Obtained other qualification	13	4%
DK/no answer/not studying	33	11%

**Table 29: What is your current employment status?**

Full time work	74	25%
Part time work (only)	28	9%
Studying (only)	58	19%
Studying + part time	112	37%
Studying + full time	15	5%
Home duties	3	1%
Unemployed	7	2%
Other	2	1%
DK/no answer	1	-

**Table 30: What is your current marital status?**

Never married	259	86%
De facto	21	7%
Married	17	6%
Separated /divorced	3	10%

**Table 31: Do you have any children?**

No	283	94%
Yes, one	13	4%
Yes, two or more	3	1%
No answer	1	-

**Table 32: Location of interview**

Sydney	152	51%
Melbourne	148	49%

## Appendix 1 The 'main message' respondents perceived

A good product could have something to do with swimming.  
About good protection, even though it's thin, it's comfortable and gives you full protection.  
Advertising a new product.  
Advertising basically.  
Basically anyone who uses tampons prefers Carefree.  
Be free.  
Being breathable -- the parity liners.  
Being free.  
Better to use than Libra, if you try Libra you will go back to Carefree.  
Breathable air and clouds.  
Breathable, light and breezy.  
Breathable, tailored to be at the gym, working out's a breeze-hated it when I saw it, pretty silly because of the product that's being advertised.  
Breezes, wear it without feeling like you're wearing something.  
Breezy, air, nice to wear, you don't feel like you're hot and bothered with your period.  
Can't comment.  
Can't remember. (2)  
Can't remember much but it had good colours.  
Carefree better than Libra.  
Carefree is better than Libra -- 6 out of 10 prefer Carefree.  
Carefree, the clouds give it a carefree, breezy image.  
Catch, colours, thin, added protection, no worries to wear, no leakage.  
Catchy, colourful, just advertising.  
Choice -- just to buy them.  
Choose one and not the other -- choice.  
Clean, body beautiful.  
Colours are good, wear ultra thin as no-one would know, 'super' pads, more absorption.  
Comfort discreet.  
Comfortable, thick is really annoying, from the picture you imagine it would be a fine product, thin.  
Commercial.  
Confusing, didn't understand it, what it meant.  
Didn't think they were allowed to advertise like that, going against other brands, building their brand up against competitive products.  
Different colours that will attract different age groups the brighter colours Libra would attract the younger girls. The Carefree is probably more popular.  
Don't know (6)  
Don't know I found it confusing I only read the big writing.  
Don't know, comes in different packs.  
Don't remember.  
Easy to wear, comfortable, air blows right through it, just like wearing a new pair of underwear.  
Encouraging you to buy their product in a way you can relate to -- humour gets your attention, mocking society is funny.  
Feel Carefree, nothing more specific.



Feels like you have nothing on.  
Feminine hygiene.  
For sanitary things.  
Gets to the point, more protection in a thin pad, wear it and forget it is on.  
Good catch, explained how thin the pads were, made models look fat so they must be thin pads.  
Got me confused, what's the point of using one brand if they prefer to use another brand of tampons.  
Help breathe easier.  
How thin and comfortable they would be rather than bulky and annoying.  
How thin it was, good comfortable products.  
I thought it was just advertising the products.  
If I didn't read it carefully I'd think it was about medicine to help you lose weight.  
If you need them they are there – both Libra and Carefree tampons.  
If you want to lose weight, feel good, light, something to do with the gym, working out, don't remember exactly.  
If you work out, during the day it's more comfortable, letting you breathe more, more natural, thinner liner.  
It doesn't matter what you wear as long as you feel comfortable there very thin.  
It makes an average supermodel look fat, I don't think it is aimed at people like us, only those with skinny bodies, they should make some reference to everyday women in the streets.  
It really does nothing only two packets or tampons, saving even people who use Libra prefer Carefree brand.  
It's slim but still very absorbent, it's discreet and works as good.  
Just a poster, already know what tampons do, really just glance at posters.  
Just a poster, two different brands, do the same.  
Just noticed Libra and Carefree names it didn't sink in the information that is.  
Just protection and it was light.  
Just saying that 60% of women who use tampons use Carefree. It confused me, as I didn't know whether it was for Libra or Carefree.  
Just that the packs are different, still a tampon.  
Just that you can get pads that don't show through your pants. You can look like a super-model with all their poise whilst still wearing a pad.  
Lighter ones for your light days, heavier ones for your heavy days.  
Main word super-model was all I noticed.  
Making life easier type of messages.  
Making product positive to buyer. Makes it seem good.  
More people prefer Carefree tampons, Carefree are better.  
Most people prefer Carefree tampons over Libra, better brand.  
Most people prefer Carefree.  
Most people prefer to use Libra tampons.  
New product, double pack, what you want a choice rather than normal ones.  
Not being too fat.  
Not too profound, just advertising tampons.  
Not very eye catching. Its pretty dull, white background with the packs just sitting there its not very interesting or exciting I hardly noticed it. The main message is to obviously sell their product.  
Ok, didn't take that much notice.

Pads are so thin that they're comfortable. Thinner than super-models. Quite clever really.  
Pads being slim.  
People don't understand there is no difference between the products-just tampons-different prices, different packs.  
People prefer Carefree over Libra.  
People prefer Carefree.  
Preference or compare two brands against each other.  
Protection.  
Really have no idea.  
Selling a new type of tampon, how easy they were to use.  
Showing the mixed packs.  
Slim pads.  
So thin don't need thick pads these days.  
Something about breathable pad being breathable or something like that.  
Something to suit every occasion.  
Stay, fresh during travelling, didn't look at it that closely.  
Stupid concept, bright pictures, coats made me think of product effective but stupid.  
Supermodels about thin as they are, do not make you look fat, thin to wear.  
Tampons, one pack is bigger than the other. Not sure of main message.  
That Carefree is comfortable - you don't feel like you've got a pad on.  
That it's very thin it's not noticeable.  
That it's kind of like not wearing anything at all.  
That it's not too chunky, it's thin.  
That its thin hardly notice wearing it.  
That of normal Libra users, 6 out of 10 are using Carefree now.  
That one brand is better than the other, guess you have a choice.  
That pads are so thin. That they were really good, and you wouldn't notice they were there.  
That the pads are very slim and thin.  
That the pads are very thin and discreet.  
That the pads are very thin.  
That the parity shields are supposed to be breathable.  
That they are very slim.  
That they, have thin pads that don't leak.  
That they were really thin.  
That they're getting thinner now.  
That they're cool - I don't know!  
That they're new and they let air circulate.  
That they're ultra thin, you can't see them comfortable.  
That they're ultra thin.  
That you can stay fresh if you haven't got time to change your underwear, you can change your panty liner and stay as fresh.  
That you can use both sorts for your lights and heavy days.  
That you can't feel it because it's so small and thin.  
That you have the option of buying the different sizes.  
The ad was a good concept as in sort of clear, short and concise but a bit confusing and said 6 out of 10 Libra users preferred - I didn't understand what this meant. Was it advertising Libra or Carefree?  
The different sorts of tampons you can get.

The pads are thin.  
The pantyliners are breathable, that's why they have clouds everywhere.  
These things are really thin.  
The are trying to say one brand is better than the other.  
They don't feel bulky.  
They were thin.  
They were trying to compare the different brands, different descriptions to each brand.  
They're comfortable.  
They're thin.  
Thin tampons, should buy them because they are good, thin and easy to use.  
Thin, not noticeable, when you wear it makes you look thin.  
Thought being funny, thins and forget about it, be thin like a model, no bulge be 'thin'.  
To advertise that product, didn't really get the main message.  
To advertise the product.  
To buy Carefree over Libra – it's a more preferred brand.  
To buy Carefree, people prefer it.  
To get you to buy it.  
To promote their product.  
To say that using their product is not a hassle.  
To sell.  
To use those products.  
Try Carefree, you won't use another product after trying it.  
Trying to imply that they are really thin, didn't like the thin part – supermodels aren't that great.  
Trying to tell us how thin the pads are and comparing them to supermodels.  
Use tampons – they give good protection. Use those products. Want people to use this product, they are thin.  
Use Carefree, statistics Carefree are more popular, discredits Libra.  
Women's months, good brand and should buy it, more absorption.  
You can have light and regular tampons in the same packet, advertising the convenience.  
You don't feel like you're wearing anything, comfort, the product breathes – I don't know, didn't read it that much.  
You don't even know you're wearing them, because they breathe.  
You have a choice of two types of tampons.