



## **Convenience Advertising**

# Convenience Advertising

Tuesday 22 November 2005



Marketing Development Programme

UCD Michael Smurfit School of Business

# PRESENTATION OUTLINE

- Section One: Background, Objectives & Sample Details
- Section Two: Awareness of STIs
- Section Three: Recall and Awareness of Current Chlamydia Sexual Health Campaign
- Section Four: Interaction with Current Chlamydia Sexual Health Campaign
- Section Five: Syphilis Sexual Health Poster Campaign
- Section Six: Final Conclusions and Recommendation
- Section Seven: “Prick up your Ears” Youth Poster Campaign



# **Section One:**

## **Background, Objectives & Sample Details**



# Background

- Convenience Advertising is a marketing communications company specialising in Bathroom advertising;
- They were approached by the Health Promotion Unit (HPU) to develop a campaign targeting 14–35 year olds which would highlight the importance of using condoms to help protect against STIs such as Chlamydia and Syphilis.



- Three different posters, targeting different social groups, were designed and posted in the bathroom facilities of pubs, clubs, colleges and youth venues. The posters are:
  - Chlamydia posters targeting 18-35 year old males and females;
  - Syphilis posters targeting 18-35 year old males and females in the gay community;
  - “Prick up your Ears” posters targeting 14-17 year old youths.



# Primary Objective

Convenience Advertising is interested in measuring the level of awareness of the current Sexual Health campaign, in particular, the effectiveness of the medium and recall of the message.



## Sub Objectives

- Determine the levels of recall for the current Sexual Health Campaign;
- Measure respondents' recall of the advertised message;
- Assess respondents' attitudes towards the current Sexual Health Campaign;
- Establish respondents' interaction with the message;
- Identify respondents' prior knowledge of Sexually Transmitted Infections (STIs).





# Quantitative Methodology

To realise the objectives for the current Chlamydia and Syphilis Sexual Health campaigns, 300 intercept interviews in pubs, clubs, and colleges were conducted in Donegal, Dublin and Galway.

Donegal :	50
Dublin:	150
Galway:	100



# Screening

Candidates for the quantitative research were screened according to the following criteria:

- Only males and females aged between 18 and 35 years were interviewed;
- Respondents had to have visited the bathroom facilities in the venue.



# Questionnaire Format

Section A:	Introduction
Section B:	Poster Awareness
Section C:	Message Recall
Section D:	Take Away Information
Section E:	Peer Interaction
Section F:	STI Awareness
Section G:	Classification



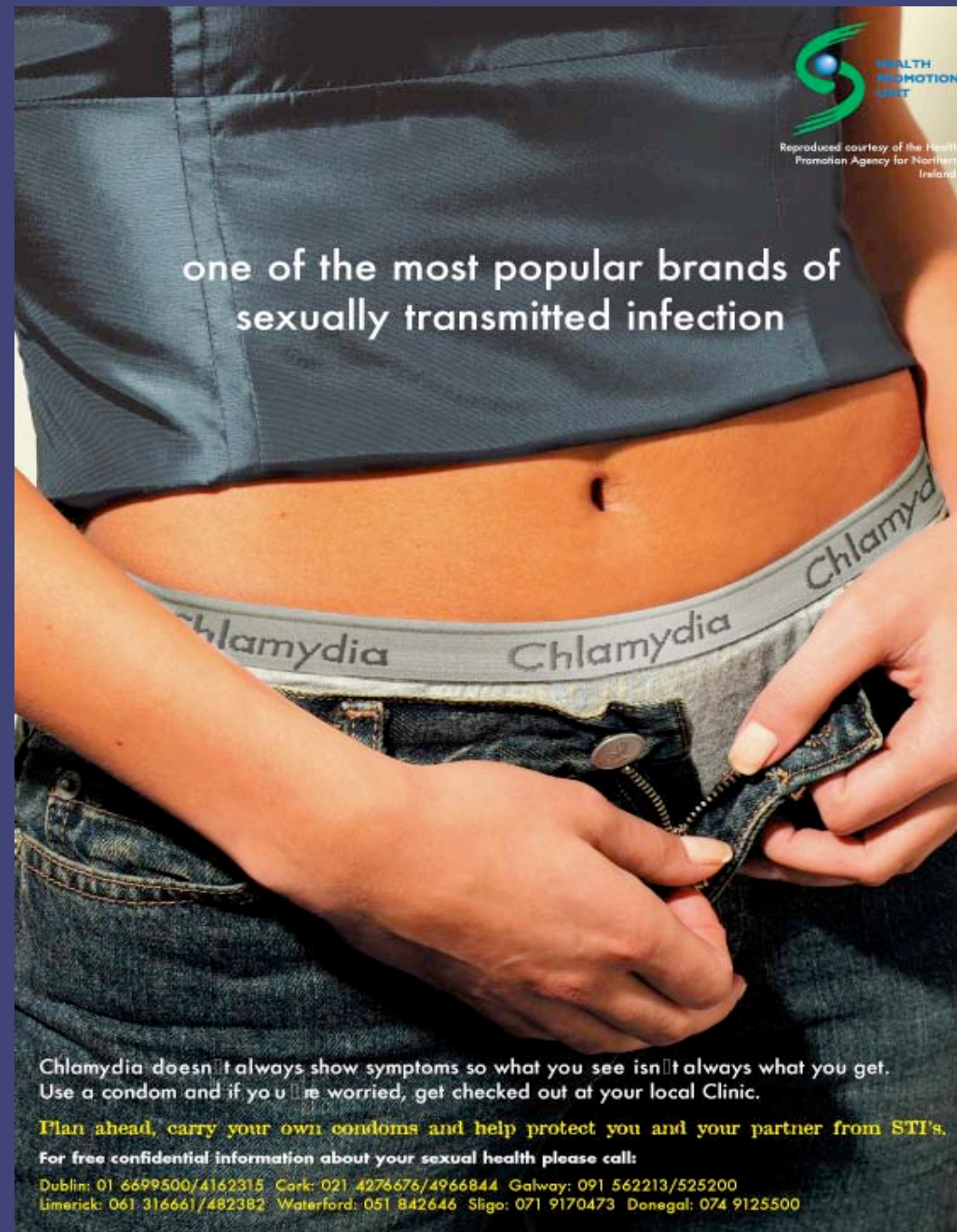
# Chlamydia Poster





Reproduced courtesy of the Health Promotion Agency for Northern Ireland.

one of the most popular brands of  
sexually transmitted infection



Chlamydia doesn't always show symptoms so what you see isn't always what you get.  
Use a condom and if you're worried, get checked out at your local Clinic.

**Plan ahead, carry your own condoms and help protect you and your partner from STI's.**

**For free confidential information about your sexual health please call:**

Dublin: 01 6699500/4162315 Cork: 021 4276676/4966844 Galway: 091 562213/525200  
Limerick: 061 316661/482382 Waterford: 051 842646 Sligo: 071 9170473 Donegal: 074 9125500





Reproduced courtesy of the Health Promotion Agency for Northern Ireland.

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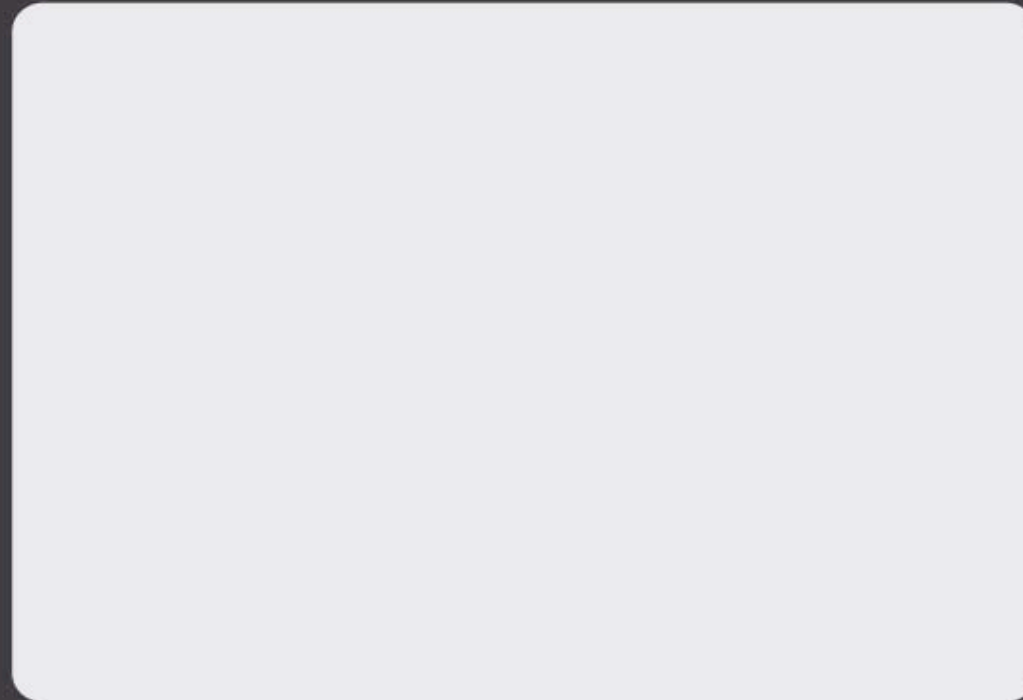
**Plan ahead, carry your own condoms and help protect you and your partner from STIs.**

**For free confidential information about your sexual health please call:**

Dublin: 01 6699500/4162315 Cork: 021 4276676/4966844 Galway: 091 562213/525200  
Limerick: 061 316661/482382 Waterford: 051 842646 Sligo: 071 9170473 Donegal: 074 9125500



Reproduced courtesy of the Health Promotion Agency for Northern Ireland.



## You could be looking at someone with chlamydia

Chlamydia is a sexually transmitted infection that doesn't always show symptoms, which means you could have it and not even know. Protect yourself - use a condom and contact your local Clinic if you are worried.

**Plan ahead, carry your own condoms and help  
protect you and your partner from STI's.**

**For free confidential information about your sexual health please call:**

Dublin: 01 6699500/4162315 Cork: 021 4276676/4966844 Galway: 091 562213/525200  
Limerick: 061 316661/482382 Waterford: 051 842646 Sligo: 071 9170473 Donegal: 074 9125500

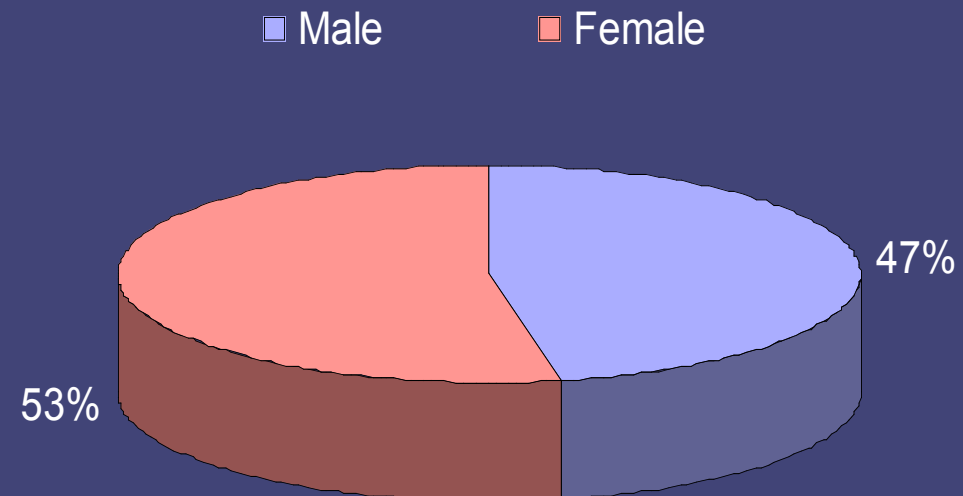


# Respondent Profile





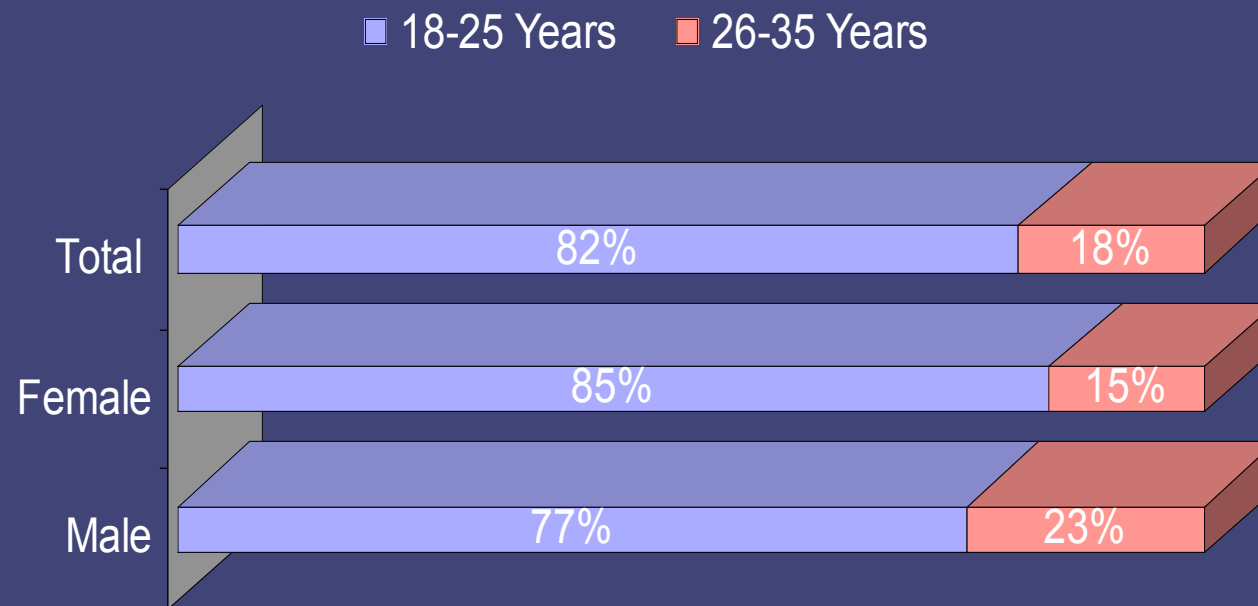
Figure 1:      Respondent Profile: Gender



Base: 300  
Respondents



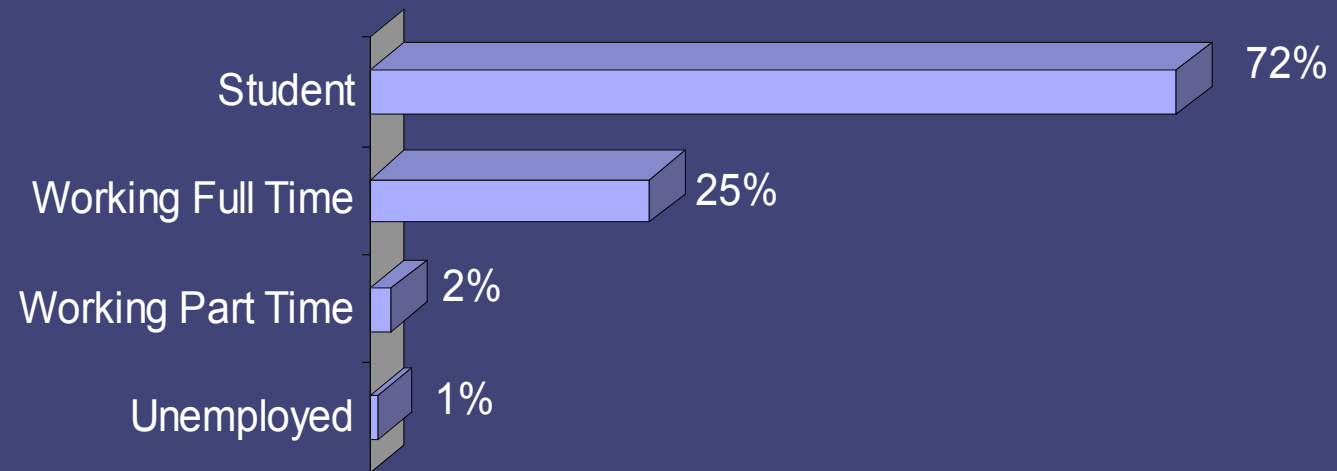
Figure 2:      Respondent Profile: Age and Gender



Base:                      300  
Respondents



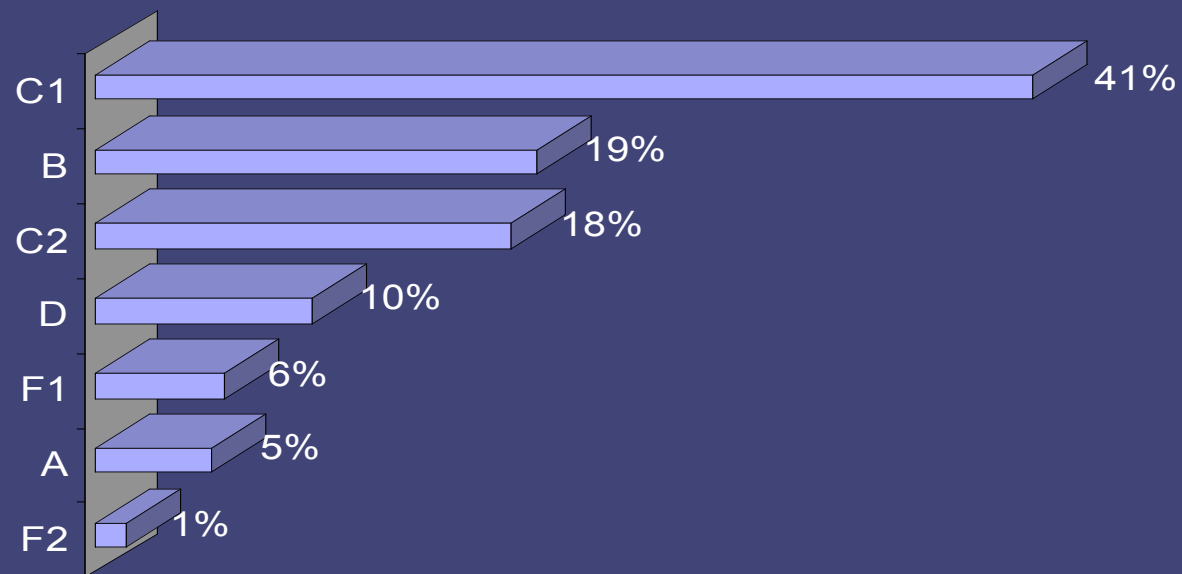
Figure 3:      Respondent Profile: Work Status



*Base: 300 Respondents*



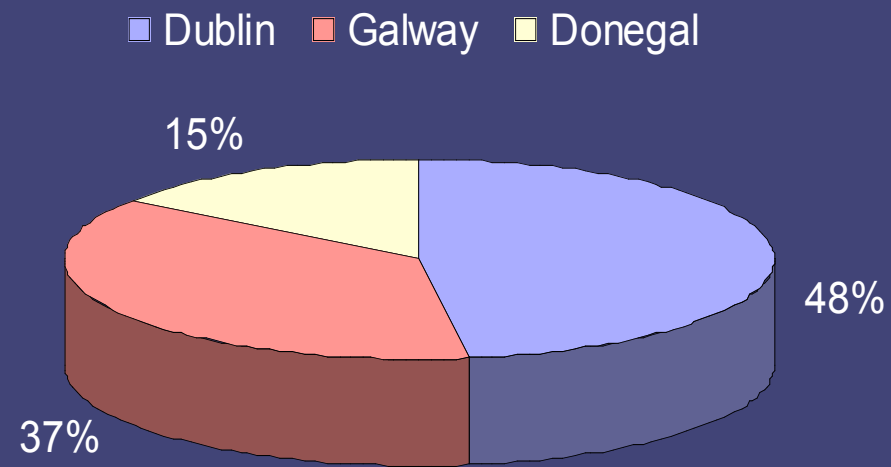
Figure 4:      Respondent Profile:  
Socio-Economic Classifications



*Base: 300 Respondents*



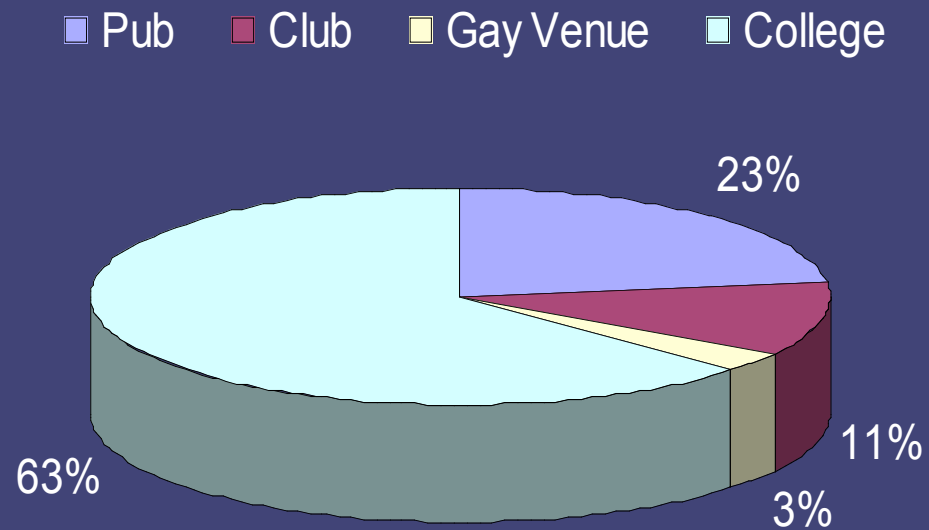
Figure 5: Respondent Profile: Breakdown of Location



*Base: 300 Respondents*



Figure 6: Respondent Profile: Breakdown of Venues



*Base: 300 Respondents*



## Section Two:

# Awareness of Sexually Transmitted Infections



Table 1: Respondents' Unprompted Awareness of STIs before Seeing the Poster

STI	Percentage Aware
Chlamydia	78%
HIV/AIDS	63%
Syphilis	29%
Gonorrhoea	21%
Genital Warts	10%
Herpes	9%
Hepatitis	2%
Other	6%
None	4%

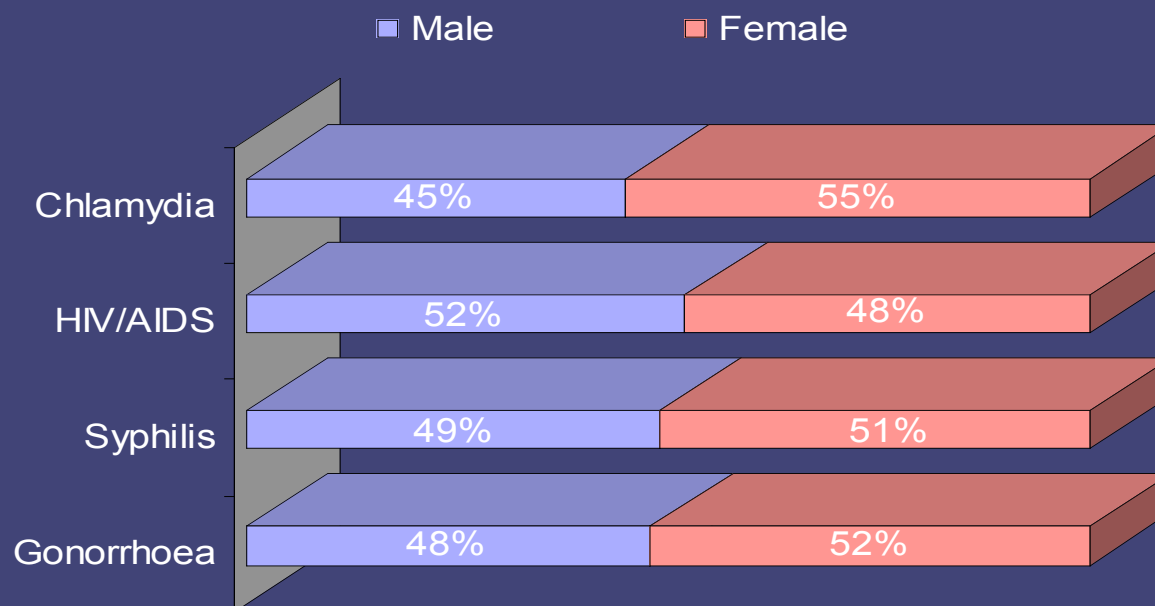


*Base: 300 Respondents*

*Multiple Responses Allowed*



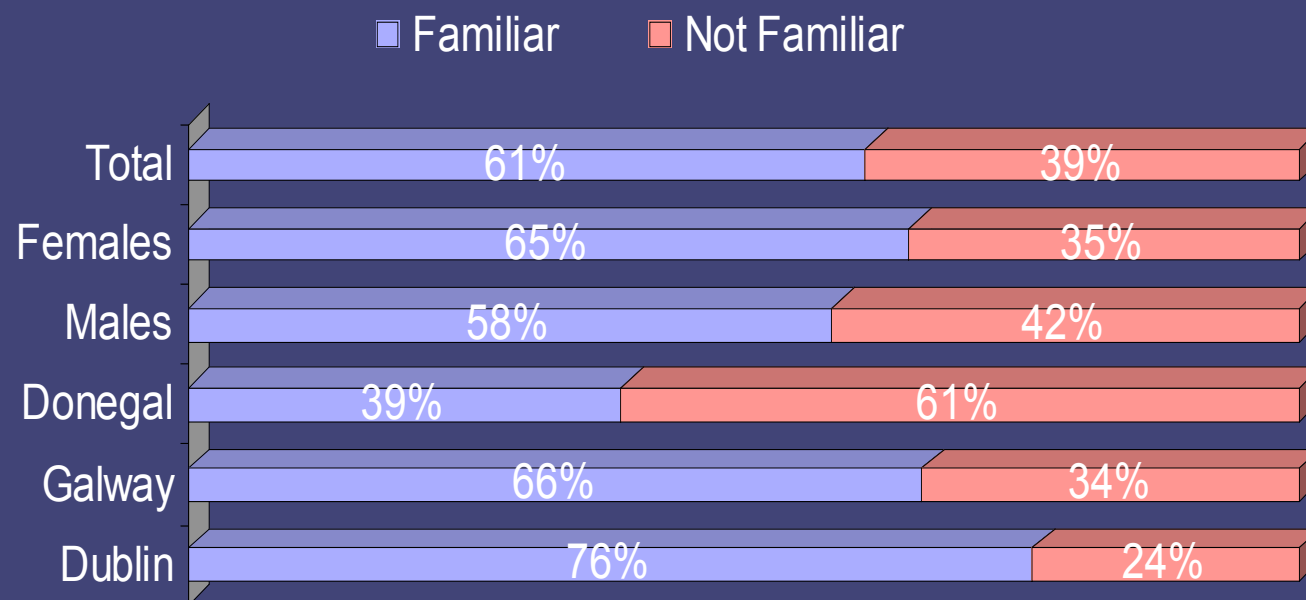
Figure 7: Respondents' Unprompted Awareness of STIs Before Seeing the Poster by Gender



*Base: 300 Respondents*

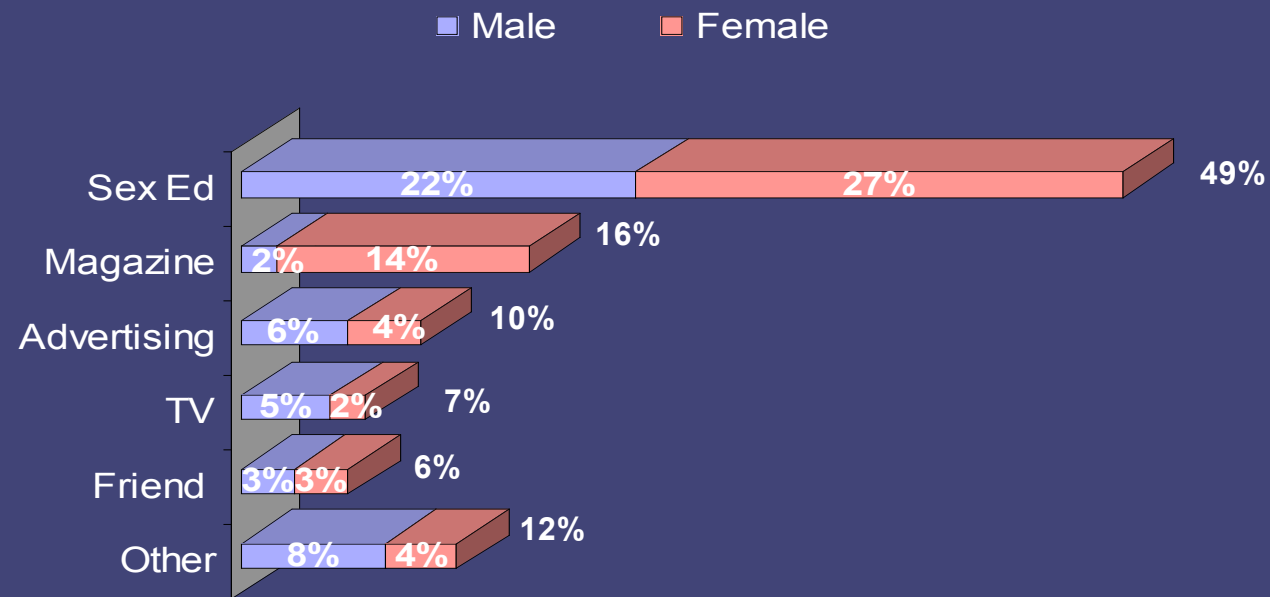
*Multiple Responses Allowed*

Figure 8: Prompted Awareness of Chlamydia Prior to Seeing the Poster by Gender and Location



*Base: 65 Respondents*

Figure 9: How Respondents became Aware of Chlamydia by Gender



Base: 235 Respondents



# Section 2:

## Conclusions



- Significantly more respondents were aware of both Chlamydia and HIV/AIDS than other STIs;
- 22% of respondents did not mention Chlamydia as an STI that they were aware of prior to seeing the poster;
- Of the respondents who were unfamiliar with Chlamydia prior to seeing the poster, the greatest percentage was in Donegal (17%);
- The majority of respondents became aware of Chlamydia through Sex Education at School, followed by Newspapers and Magazines.

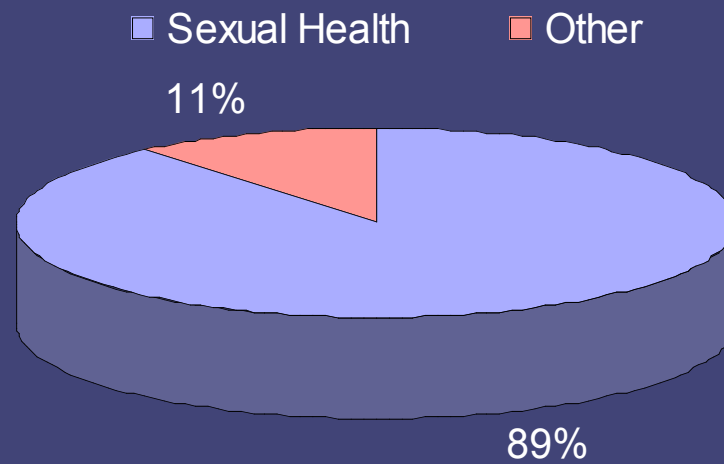


## **Section Three:**

# **Recall and Awareness of Current Chlamydia Sexual Health Campaign**



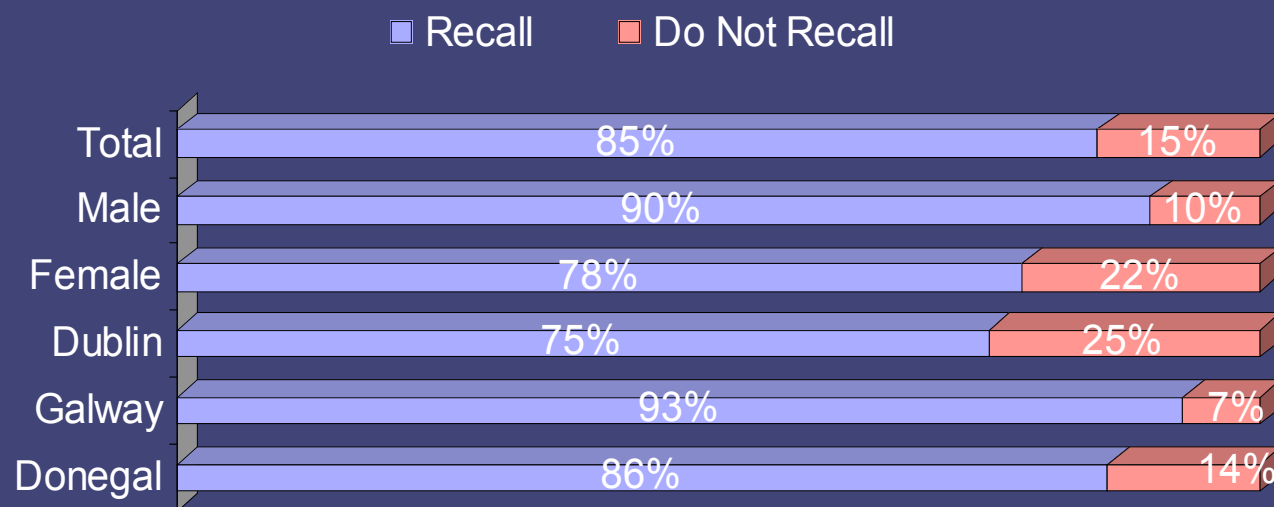
Figure 10: Awareness of Poster  
(Unprompted)



*Base: 254 Respondents*



Figure 11: Recall of Sexual Health Poster by Gender and Location (Verbal Prompt)

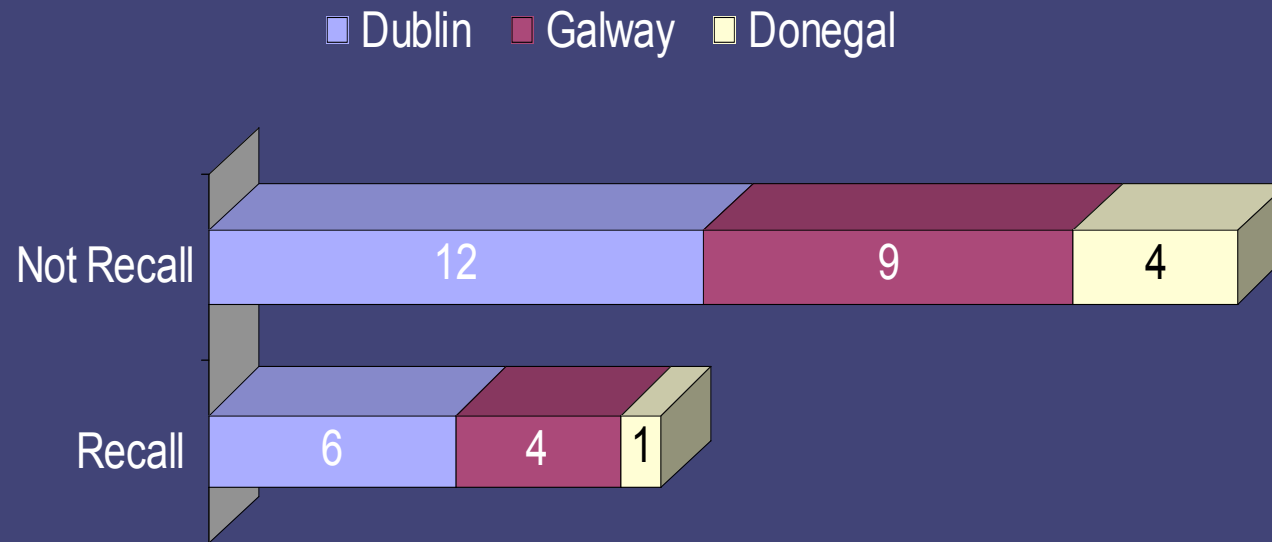


*Base: 64 Respondents*





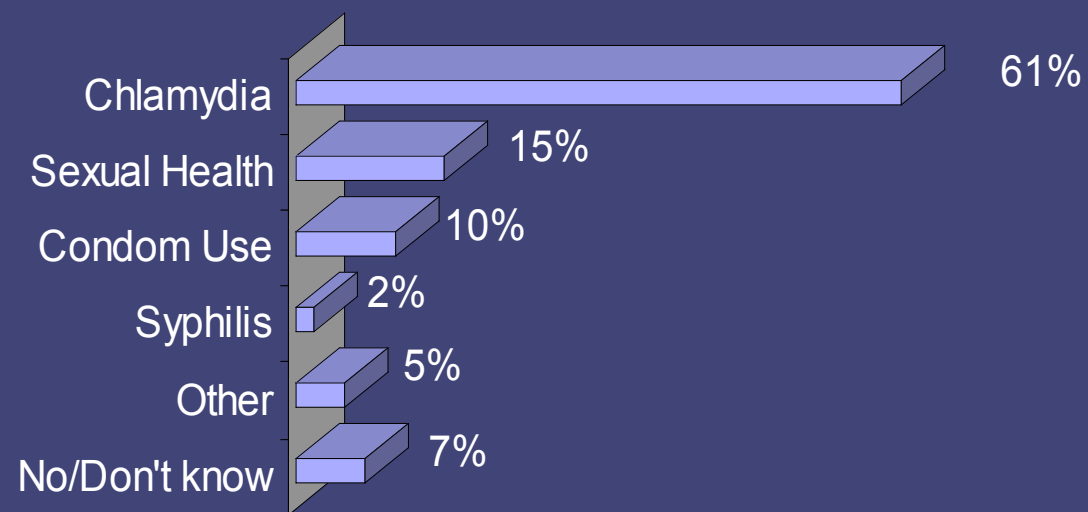
Figure 12: Recall of Sexual Health Poster by Location (Visual Prompt)



*Number of Respondents: 36*



Figure 13: Awareness of Poster Message  
(Unprompted)



*Base: 298 Respondents*

*Missing Value: 2 Respondents*



**Table 2:** Awareness of Other Details  
from the Poster (Unprompted)

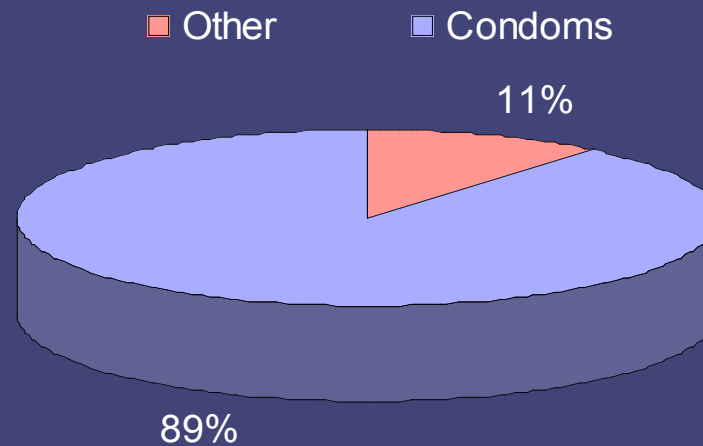
Details From Poster	Percentage of Respondents
I don't know I did not read the full poster	40%
Condoms help protect against STIs	11%
Chlamydia is one of the most common forms of STIs	8%
Anyone can contract Chlamydia	6%
Chlamydia does not always show symptoms	5%
Condoms help protect against Chlamydia	4%
General condom information	3%
General STI information	3%
Sex	1%
Pregnancy	1%
Syphilis can be caught through unprotected sex	1%
Syphilis can be caught through unprotected oral sex	1%
Other	21%



*Base: 300 Respondents*

*Multiple Responses Allowed*

Figure 14: Awareness of the best form of Protection against Chlamydia / Syphilis



Base: 300  
Respondents



# Section 3:

## Conclusions



- Total recall of the Sexual Health poster was 92%;
- 89% of respondents were able to recall Sexual Health as the subject matter of poster they saw in the bathroom without any prompt;
- Of the 75 respondents who required a prompt to recall the poster, 85% were able to recall the Chlamydia poster after a verbal prompt, while 15% of respondents required a further visual prompt to recall the poster;
- 8% of people who were approached (25 people) stated they were still unfamiliar with the poster featured in the bathroom after both a verbal and visual prompt.



- The majority of respondents (61%) were able to correctly identify Chlamydia as the primary message of the poster. This was closely followed by Sexual Health and Condom Use, both of which are sub-messages of the poster;
- Having seen the poster, a large majority of respondents (89%) cited condoms as the best form of protection against Chlamydia.



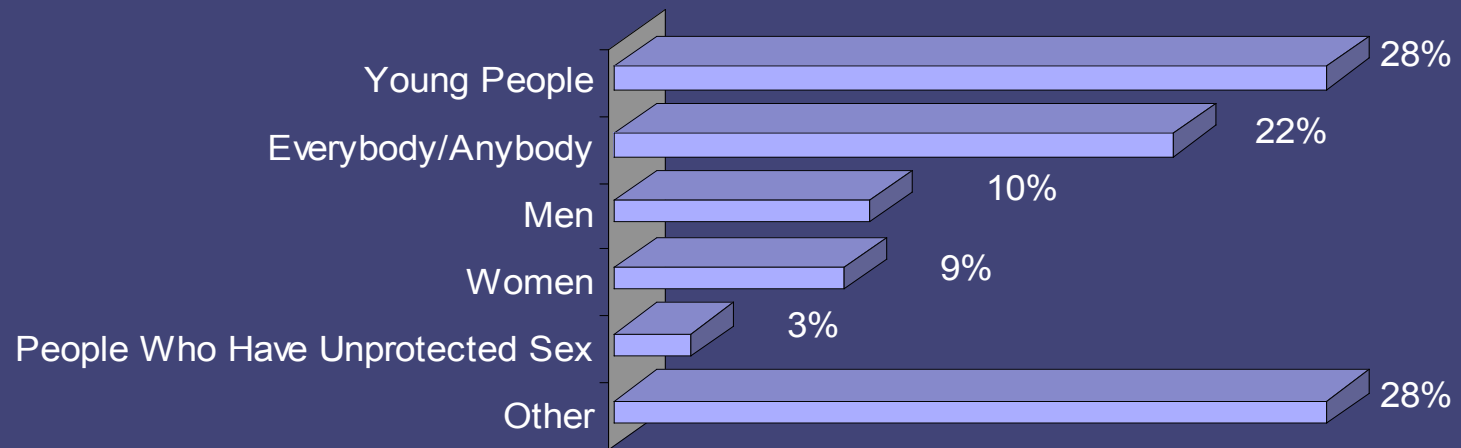
## Section Four:

# Interaction with Current Chlamydia Sexual Health Campaign





Figure 15: Perceived Target Audience



*Base: 300 Respondents*



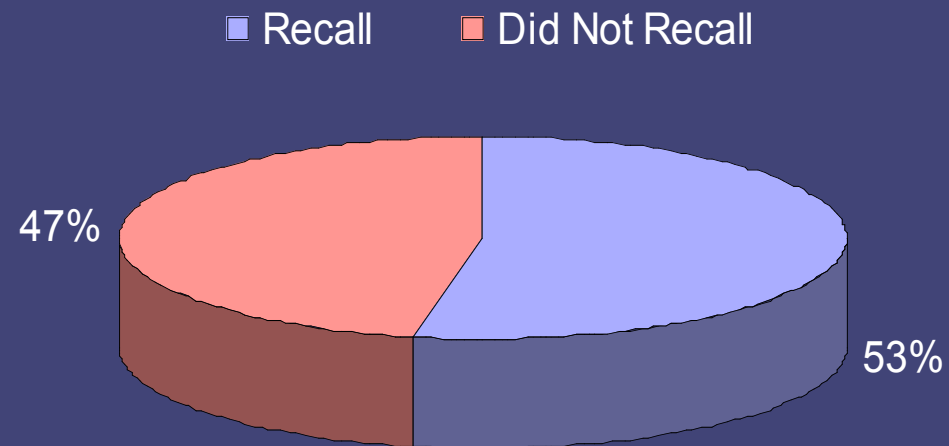
Table 3: Perceived Target Audience by Gender and Age

Who the Poster is Targeting:	Male	Female	18-25 Years	26-35 Years
Young People	13%	15%	<b>23%</b>	<b>5%</b>
Everybody/Anybody	9%	12%	18%	4%
Men	<b>9%</b>	<b>2%</b>	7%	3%
Women	<b>1%</b>	<b>8%</b>	<b>8%</b>	<b>1%</b>
People who have unprotected sex	2%	1%	2%	1%
Other	13%	15%	25%	3%

Base: 300  
Respondents



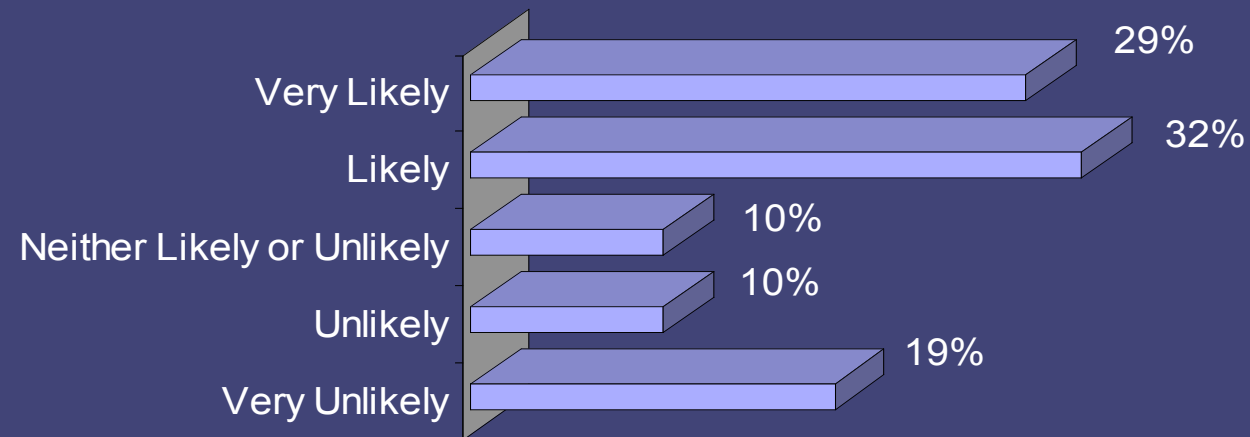
Figure 16: Recall of Contact Information



*Base: 300 Respondents*



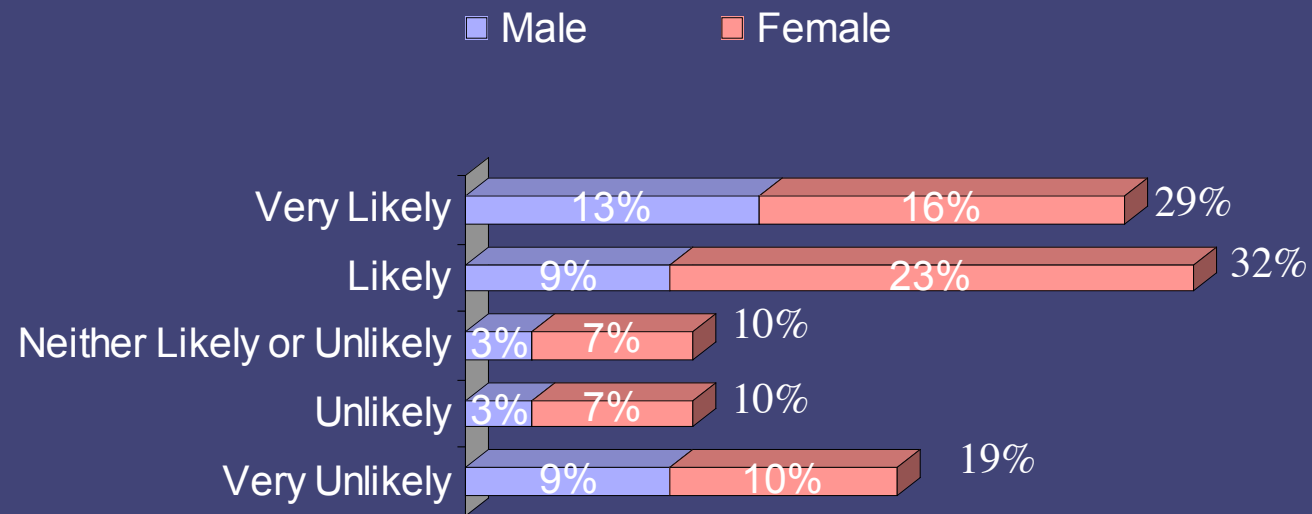
Figure 17: Likelihood of Respondents to use Contact Numbers in the Future



*Base: 159 Respondents*



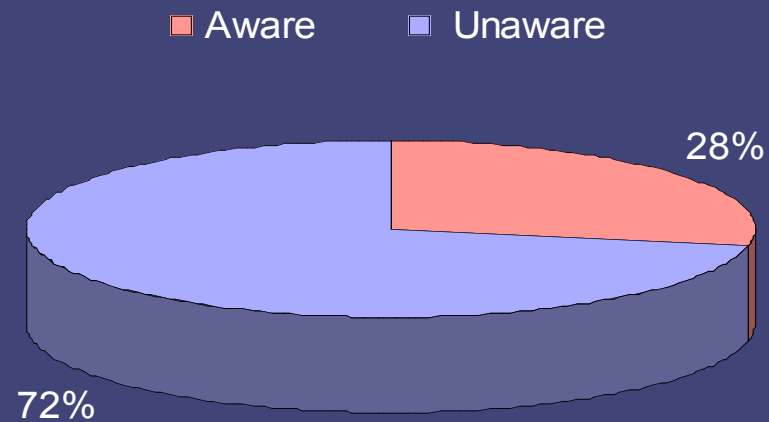
Figure 18: Likelihood to use Contact Numbers in the Future by Gender



Base: 159  
Respondents



Figure 19: Awareness of Take-Away cards attached to the Sexual Health poster

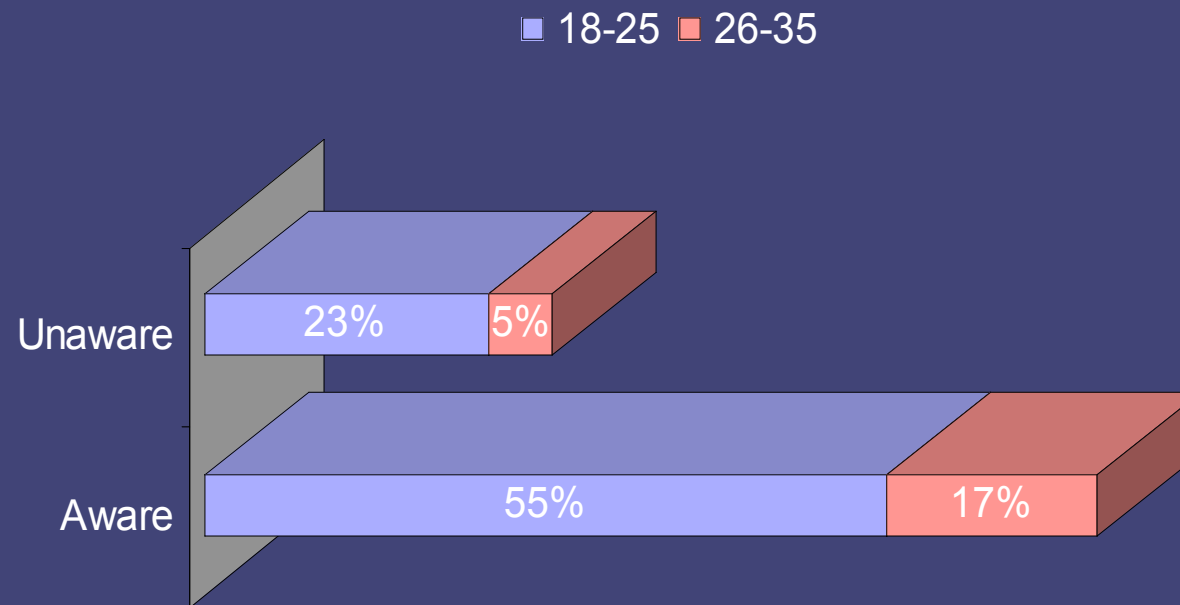


*Base: 295 Respondents*

*Missing Value: 5 Respondents*



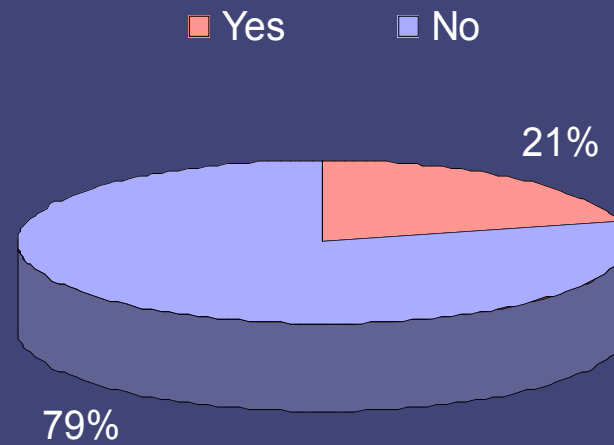
Figure 20: Awareness of Take-Away  
cards by Age



*Base: 295 Respondents*

*Missing Value: 5 Respondents*

Figure 21: Did you take a card?

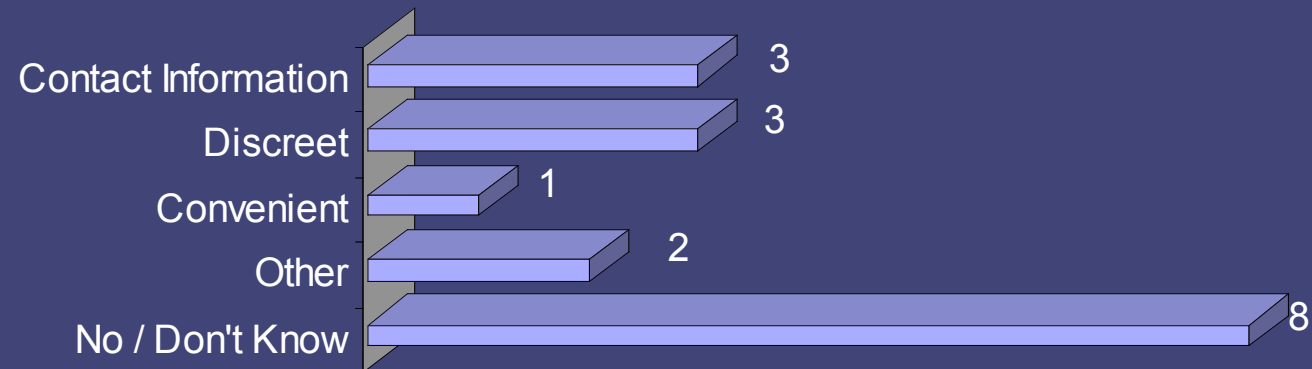


*Base: 83 Respondents*





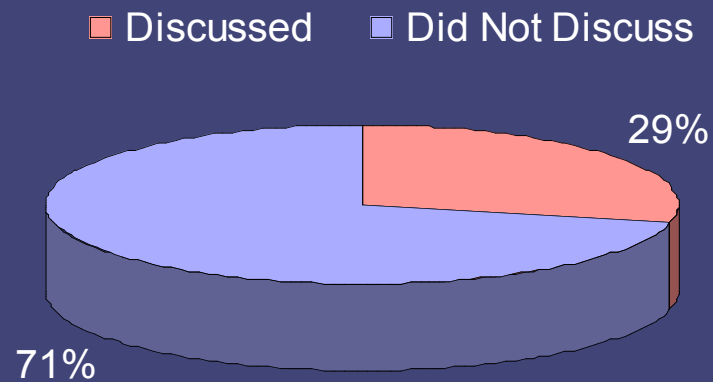
Figure 22: What you found Useful about the Take-Away information



*Number of Respondents: 17*



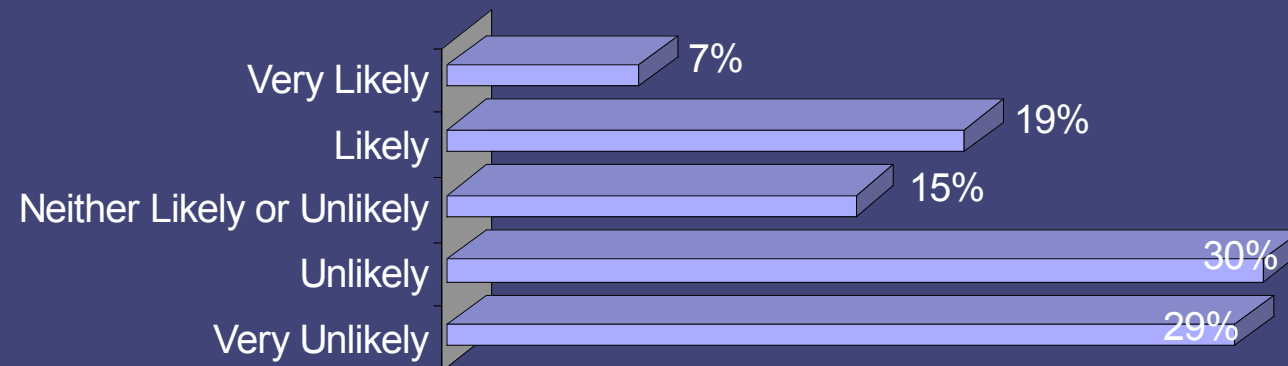
Figure 23: Respondents who have Discussed the Poster with a Friend in the Past



*Base: 300 Respondents*



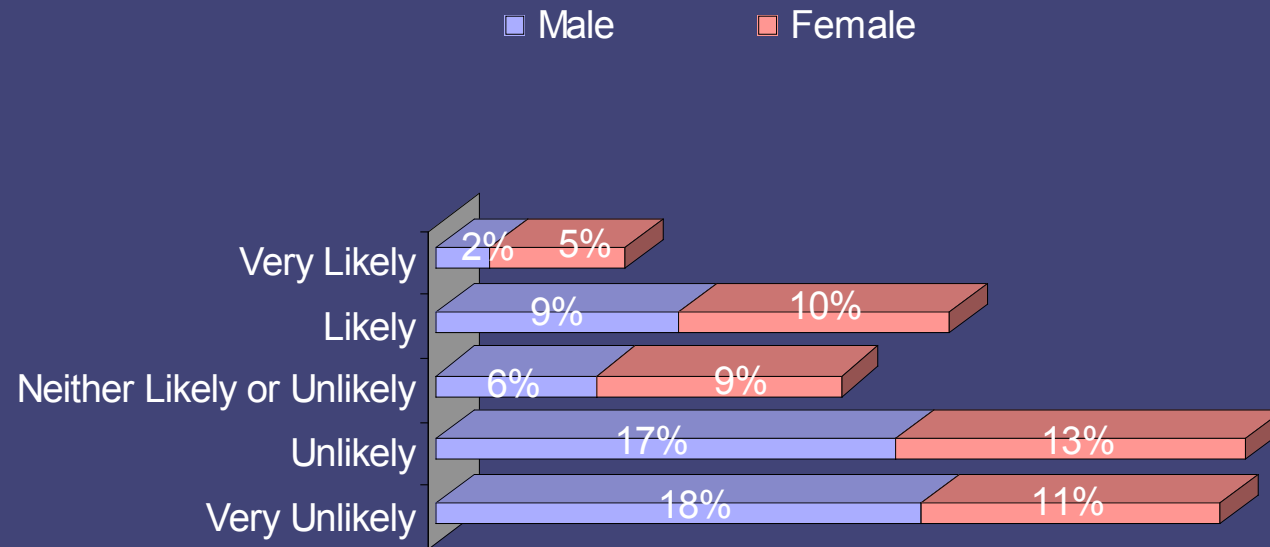
Figure 24:      Likelihood of Respondents to  
Discuss Poster with a Friend in  
Future



*Base: 213 Respondents*



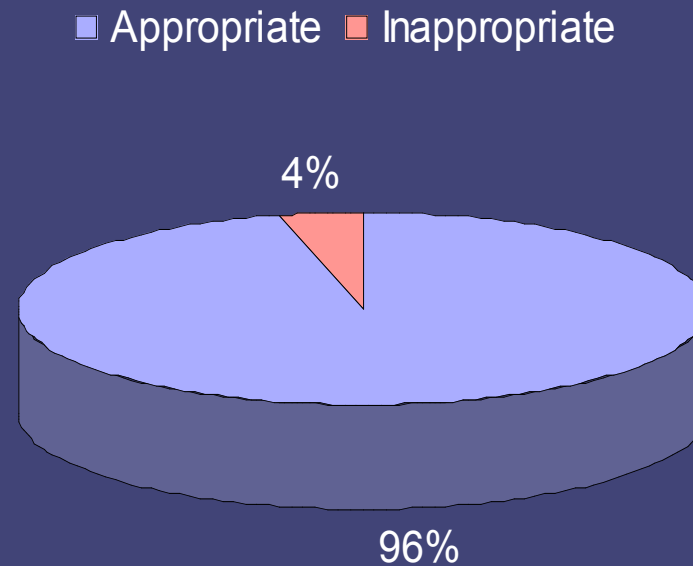
Figure 25: Likelihood to Discuss Poster  
with a Friend in Future by Gender



*Base: 213 Respondents*



Figure 26:     Appropriate Venue to  
Communicate Sexual Health

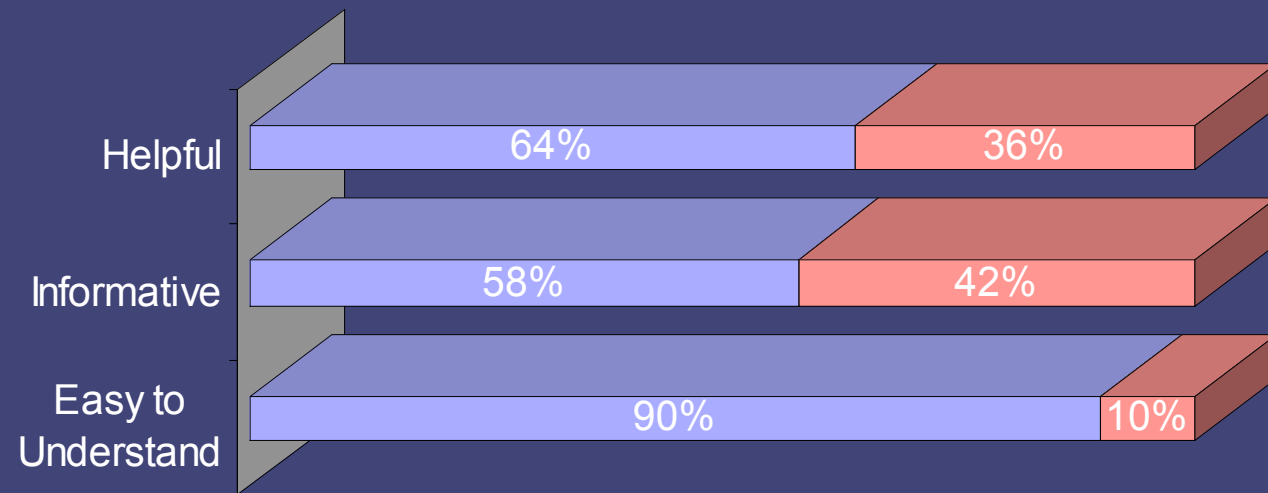


*Base: 300 Respondents*



Figure 27:      Respondents' Attitudes  
Towards                      Poster

■ Strongly Agree and Agree   ■ Indifferent, Strongly Disagree and Disagree



*Base: 300 Respondents*



# Section 4:

## Conclusions



- Most respondents from each age and gender group believed that the message was targeted specifically at them;
- Just over half of respondents (53%) were able to recall seeing contact information while 6% of respondents have used the contact telephone number in the past;
- Over ¼ of respondents (28%) were aware of the take away cards attached to the advertisement;
- A significantly large majority of respondents (96%) felt that bathrooms were an appropriate venue in which to communicate messages on Sexual Health;
- In general, respondents held positive attitudes towards the Sexual Health poster. Respondents found the poster to be helpful, informative and an overwhelming majority found it easy to understand.





# **Section Five:**

## **Syphilis Poster Campaign**



# The Syphilis Poster





HEALTH  
PROMOTION  
UNIT

Reproduced courtesy of the Health  
Promotion Agency for Northern  
Ireland.

the only thing he  
didn't slip was  
that  
he had syphilis

Syphilis is a sexually transmitted infection that can be caught through oral sex as well as unprotected sex. Think about it. Use a condom.

**Plan ahead, carry your own condoms and help protect you and your partner from STI's.**

**For free confidential information about your sexual health please call:**

Dublin: 01 6699500/4162315 Cork: 021 4276676/4966844 Galway: 091 562213/525200  
Limerick: 061 316661/482382 Waterford: 051 842646 Sligo: 071 9170473 Donegal: 074 9125500



- 8 out of 10 respondents were able to correctly identify Sexual Health as the subject of the poster without any prompt;
- When given a verbal prompt, the remaining 2 respondents were aware of the Sexual Health poster;
- No respondents required a visual prompt;
- All respondents were familiar with Chlamydia, Syphilis and HIV/AIDS, prior to seeing the poster;
- Only 4 out of the 10 respondents became aware of Chlamydia or Syphilis through sex education in school. The remaining became aware of the STI through friends or a newspaper;



- When asked the subject matter of the poster:
  - 4 males identified the poster as Syphilis;
  - The remaining 3 males identified the subject as Sexual Health, STIs or Safe Sex;
  - 2 females identified the subject as Chlamydia;
  - The remaining female mentioned condoms as the poster subject.
- All 10 respondents could recall additional details from the poster;
- All 10 respondents found the poster easy to understand, informative and helpful;
- 8 out of the 10 respondents were able to recall contact information on the poster;



- Only 1 respondent was aware of take-away cards attached to the poster;
- When asked who the poster was targeting:
  - 4 respondents felt it was targeting everybody (two males, two females);
  - 2 respondents thought the poster was targeting young people (one male, one female);
  - 2 males felt the poster targeted gay men;
  - The remaining 2 males thought the poster was targeted at people who had unprotected sex.
- All 10 respondents were able to identify condoms as the best form of protection against Chlamydia and Syphilis.



# **OVERALL CONCLUSIONS AND RECOMMENDATIONS**



- It was found from the research that there was high unprompted recall of the Sexually Transmitted Infection, Chlamydia. 78% of all respondents were able to recall Chlamydia as an STI that they were aware of before seeing the poster;
- 49% of respondents had learned of Chlamydia through Sex Education at school;
- 92% of respondents were able to recall seeing a Sexual Health posters in the bathroom ;
- Respondents found the poster to be appropriately placed, helpful, informative and easy to understand;





- Over ¼ of respondents (28%) were aware of the take away cards attached to the poster;
- Having seen the poster, 89% of respondents cited condoms as the best form of protection against Chlamydia;
- Just over half of respondents (53%) were able to recall seeing some form of contact information (either telephone number or email address) at the bottom of the poster;
- 61% of respondents who saw the contact information admitted they would be likely to use these contact details in the future.



# Recommendations



- The size of the writing at the bottom of the poster discouraged respondents from reading the information contained in that section. It is therefore proposed that the font size be increased to improve the likelihood of the information being read;
- It is proposed that details of how Chlamydia is contracted, symptoms of the STI, and graphic images of the effects of Chlamydia be added to the poster to increase the effectiveness of the poster;
- It is recommended that more posters be added that can facilitate take-away cards.



## Section Six:

# “Prick Up Your Ears” Campaign



# Objectives

- Establish awareness levels of the poster;
- Establish whether the advertisement provided the participants with any new information on STIs and the role of condoms in STI prevention;
- Awareness that condoms are the best form of protection against STIs.



# Qualitative Methodology

- To gather information on the “Prick up your Ears” campaign, two focus groups were conducted with 14-17 year olds;
- One group comprised of six males, the other of six females.



# Screening

Candidates for the qualitative research were screened as follows:

- Participants had to be aged between 14 and 17 years;
- Only members of the youth club where the posters were displayed were able to participate;
- Participants had to get parental permission to partake in the discussion.



# “Prick up your Ears” Poster







Reproduced courtesy of the Health  
Promotion Agency for Northern  
Ireland.

# PRICK UP YOUR EARS!



Now that we've got your attention, we just wanted to remind you that a condom  
can protect you from sexually transmitted infections. That wasn't hard now, was it?

**Plan ahead, carry your own condoms and help  
protect you and your partner from STI's.**

**For free confidential information about your sexual health please call:**

Dublin: 01 6699500/4162315 Cork: 021 4276676/4966844 Galway: 091 562213/525200  
Limerick: 061 316661/482382 Waterford: 051 842646 Sligo: 071 9170473 Donegal: 074 9125500

# “Prick Up Your Ears” Campaign

## Boys Aged 14 – 17 years



- All participants were aware of the poster, and had been exposed to it on numerous occasions;
- The reasons stated for noticing the poster included:
  - The word “Prick” in capital letters;
  - The pink background;
  - The arrow rising from the letter ‘l’ in the poster.
- Participants also stated that younger members of the youth centre had seen the poster, and had commented on the word “PRICK”.



- None of the participants within the group had taken the time to read the small print on the poster;
- They were unaware that the message communicated the importance of condoms in the prevention of STIs;
- Participants did think the bathrooms of the youth centre were an appropriate place for the posters.

*“The youth centre is a good place because all the kids go, but in school wouldn’t be a good place because it would just be ripped down”*



- They did not find the poster:
  - Easy to understand;
  - Informative;
  - Helpful.
- Participants felt the poster was targeting both boys and girls, but had differing opinions on who would talk about it with their peers;
- Boys felt the topic of conversation would never come up, but they thought girls were more likely to talk about it with each other, as they are directly affected by pregnancy.

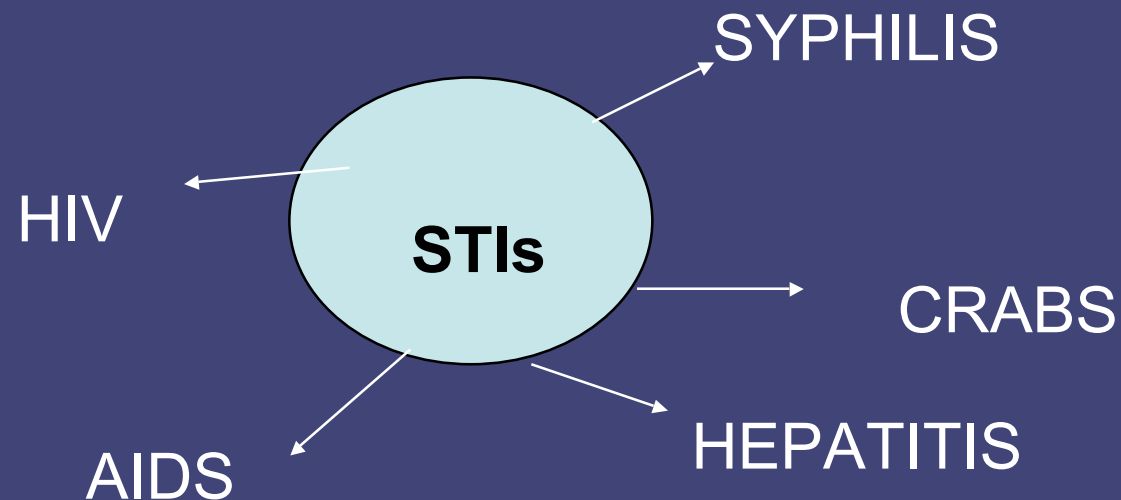


*“I wouldn’t talk about it with my mates, unless I caught something and needed some advice”*

- Participants were not provided with any new information from the poster, primarily because they did not read it fully;
- All participants stated that they already knew of the importance of condoms, and how they help protect from STIs, before reading the poster;
- They would not be inclined to use the contact information, and would be more likely to go to the doctor, or ask a friend who would know what to do, if they needed advice.



- Participants felt that condoms are readily available, but are too expensive;
- Participants knew that condoms help protect you from:



# Recommendations from Boys' Focus Group





- Increase font size of writing at base of poster;
- If in youth centre, place poster in communal areas but out of view of children, so there is a greater chance that people will read it;
- Give information leaflets out with free condoms;
- Keep poster image constant to get message across, for example “Think Contraception Campaign”;
- Use graphics, such as “Before and After” pictures to highlight issues involved.



# “Prick up your Ears” Campaign

## Girls aged 14 – 17 years



- All participants could recall the “Prick up your Ears” poster;
- The poster drew their attention due to its prominent location. However, girls did not understand the relevance of the slogan, “Prick up your Ears”;

*“It’s just a swear word!”*

*“Prick” has nothing to do with safe sex. Why does it take up half the poster?”*



- Participants could not recall the exact subject of the poster. Girls thought it may have something to do with Sex or Condoms but were unaware of its association with STIs;
- This may be due to their lack of education on the topic:
  - Girls were unfamiliar with any STIs, other than HIV/AIDS;
  - Girls were aware that condoms help protect against pregnancy, but were unaware that they help protect against STIs even after seeing the poster;
  - This made it difficult for them to relate to the poster.



- Although the girls stated the poster was easy to understand, informative and helpful, they remained unaware of the main message of the poster;
- The girls were able to recall seeing contact information on the poster:
  - They stated they would be very unlikely to use the telephone numbers in the future, preferring to discuss the topic with family or a member of the youth club.
- They all agreed that the bathroom was an appropriate location for the poster as they would not have paid attention to it in any other location.



- They felt the poster was specifically targeting girls, as boys would not care enough about the subject;

*“Boys don’t care about things like that,  
they just get a girl pregnant and leave them  
to deal with it”*

- While the girls regularly discuss sex and pregnancy with their friends, they have never discussed STIs. However, they would be likely to discuss this in the future;



- Young girls aged between 14 and 17 did not know that condoms are the best form of protection against STIs;
- When discussing take-away information, the girls indicated they would take a booklet, if they were available, and discuss this with their friends or family.



# Recommendations from Girls' Focus Group





- Bigger writing with the inclusion of bullet points would make the poster easier to read;
- Additional information on STIs, their symptoms and their effects would encourage girls to read the poster;
- The inclusion of visuals such as pictures of girls and boys would attract greater attention;
- Girls would be encouraged to learn more about STIs, and the importance of using condoms, if take-away cards were available for them to take and read later.

