

Evaluating Alcohol Awareness Week Advertising Campaign

November 2009

A decorative graphic of stylized grass blades in blue and green, located in the bottom left corner of the slide.

Background

- Alcohol Awareness Week took place over the weeks commencing 12th and 19th October 2009
- Different created communications campaign for AAW
- Research conducted to evaluate the campaign in terms of:
 - Levels of awareness
 - Message take out
 - Impact on attitudes to drinking and drinking behavior



The Sample

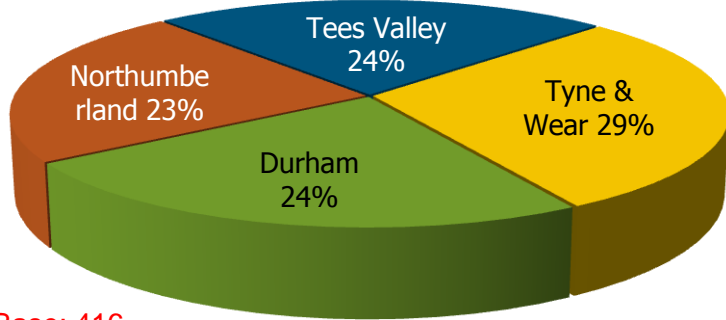


The Sample

All were...

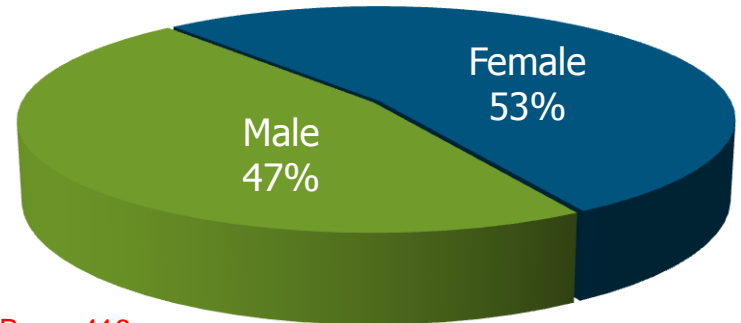
- C2DE
- Aged under 40
- Parents of children under 18 (at home)

Geography



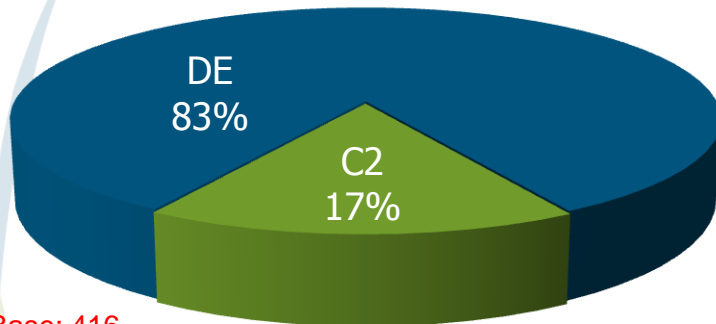
Base: 416

Gender



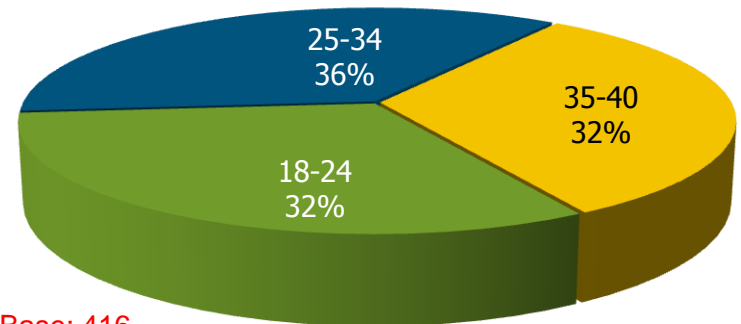
Base: 416

Social Class



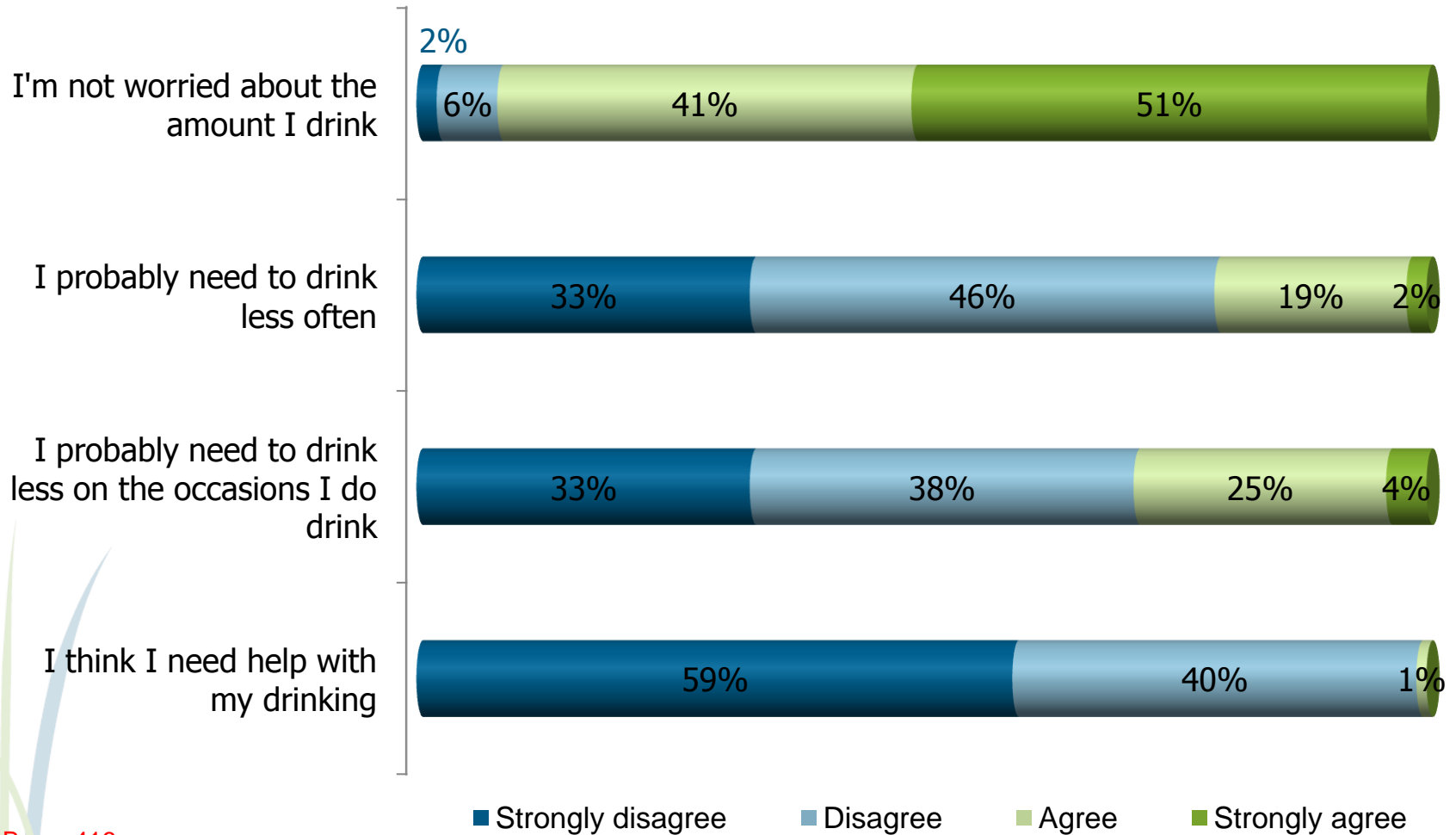
Base: 416

Age



Base: 416

Attitudes to personal drinking habits



Base: 416

Attitudes to personal drinking habits

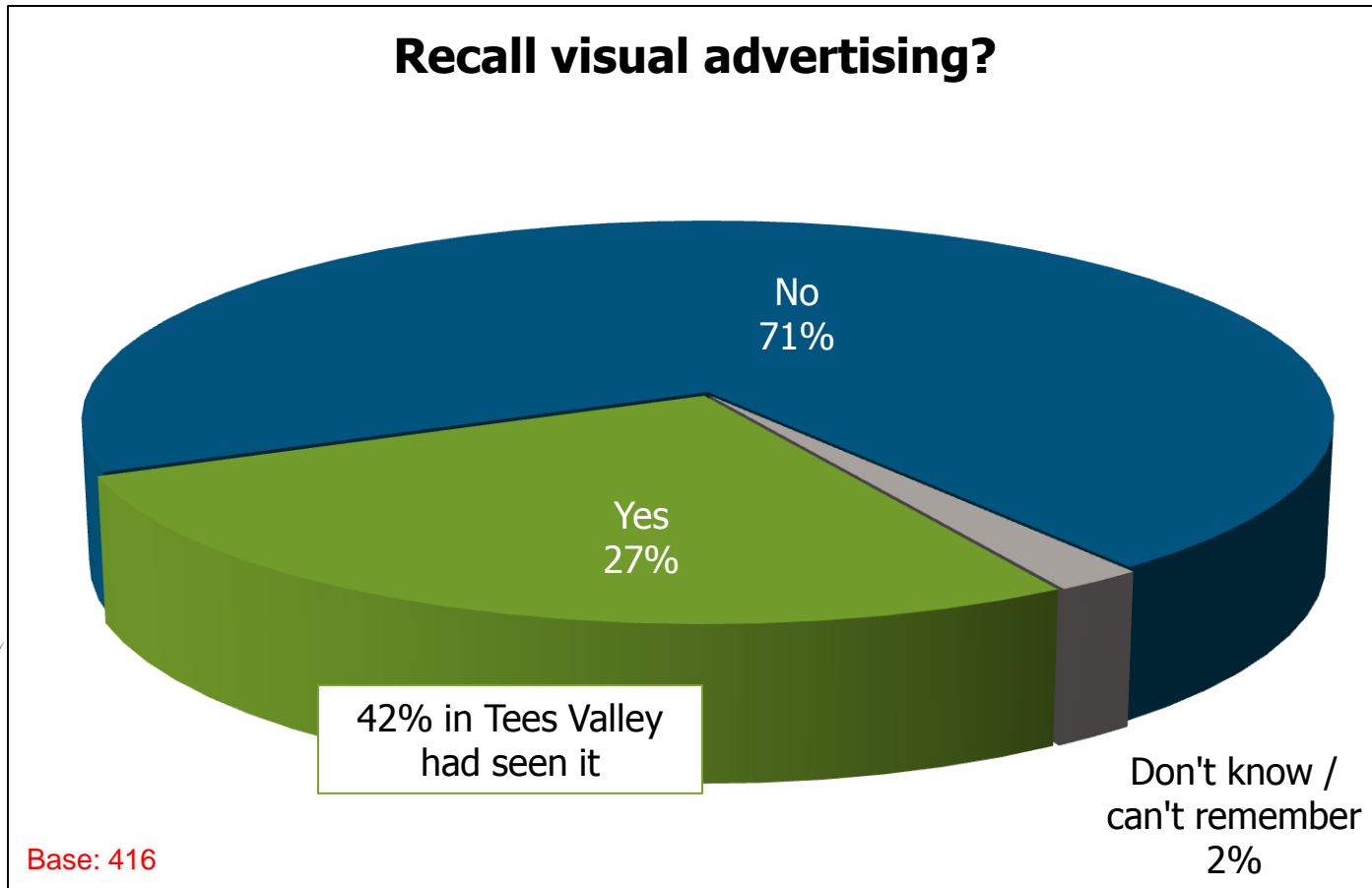
- 97% of those interviewed in Tyne & Wear said they are not worried about the amount they drink
- 35-40 year olds are most likely to disagree that they aren't worried (12%)
- Women twice as likely than men to agree they probably need to drink less often (28% vs 14%)
- Tees Valley (26%) and Northumberland (30%) residents most likely to agree they probably need to drink less often, and that they should drink less on the occasions they do drink (38% and 46% respectively)
- One in four of those who say they are not worried about how much they drink, still agree that they should probably drink less on the occasions that they do drink
- No men felt they needed help regarding their drinking (3% of women said they did) and men were also more likely to **strongly** disagree that they need help



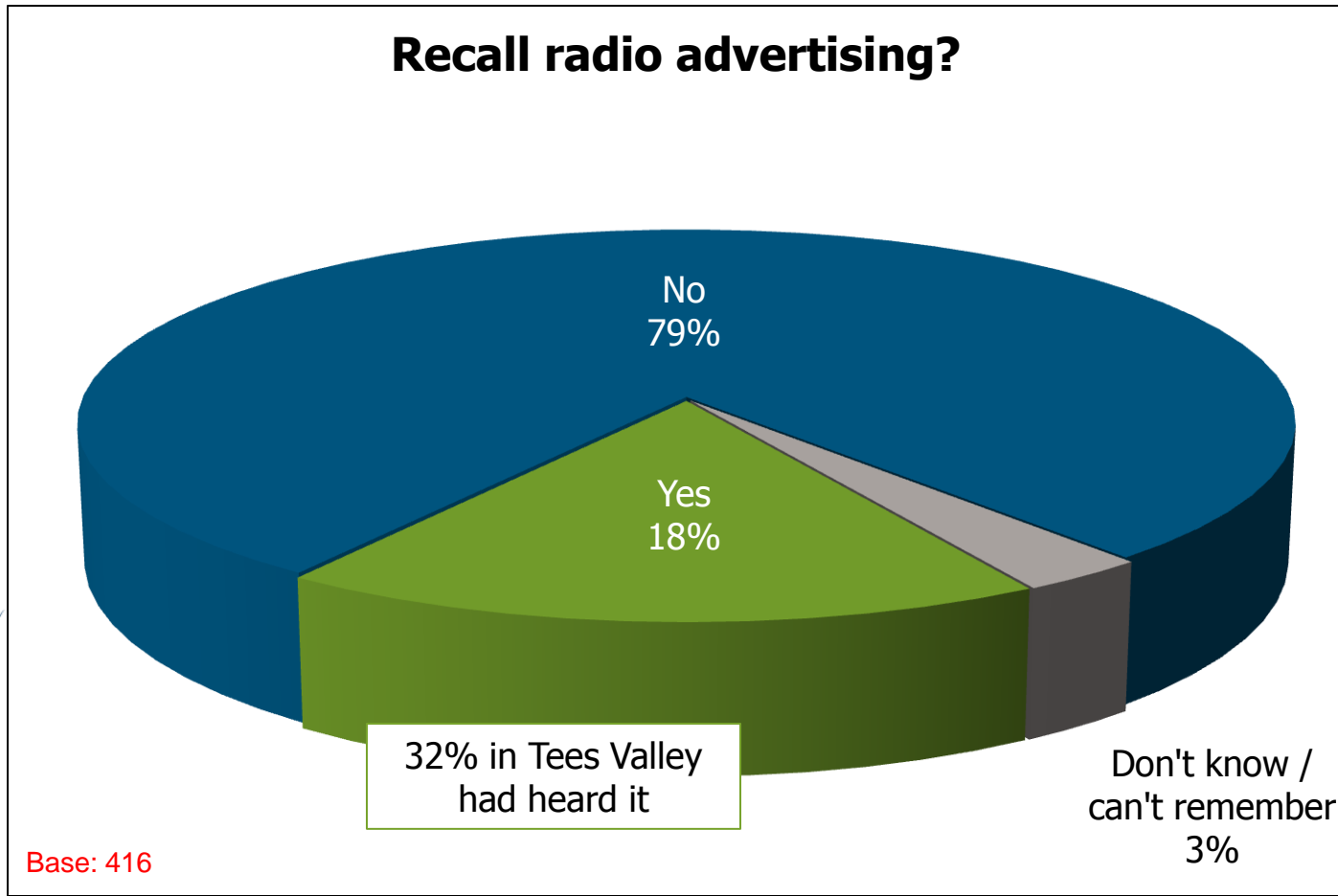
Advertising recall



Recall of Visual Advertising

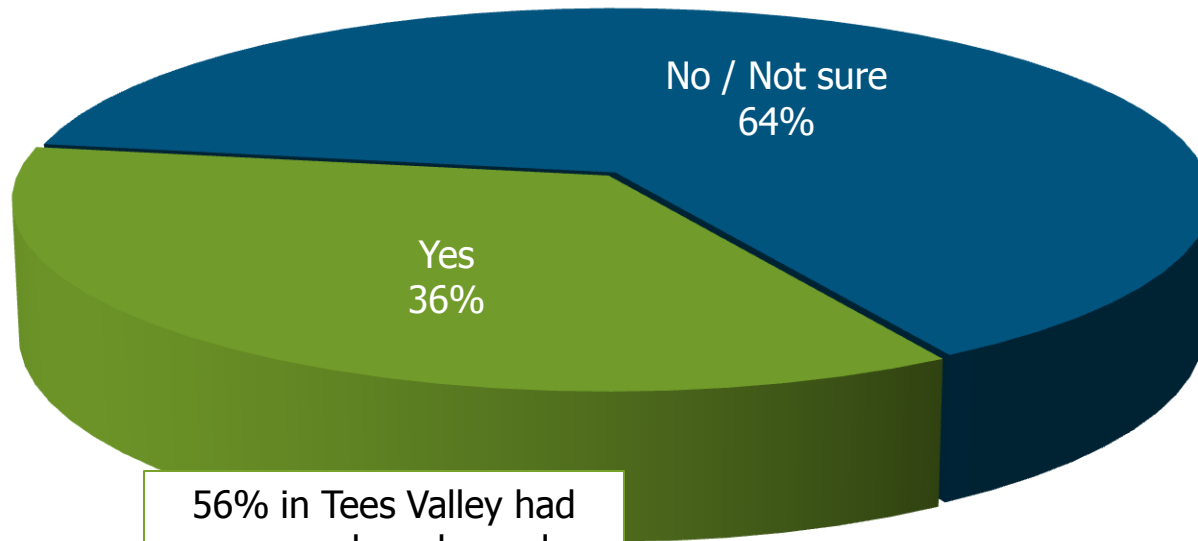


Recall of Radio Advertising



Total Recall of Any Advertising (visual or radio)

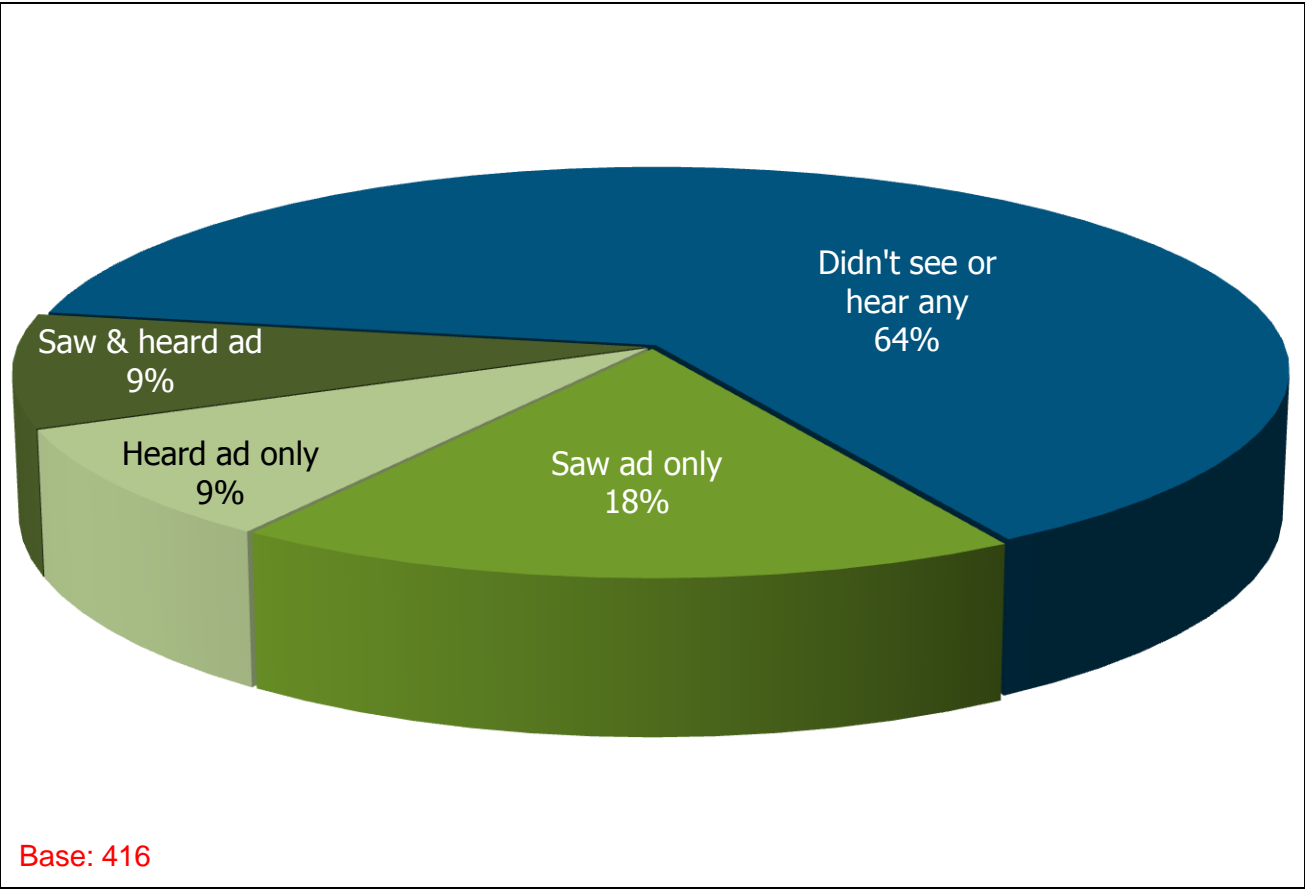
Recall any advertising?



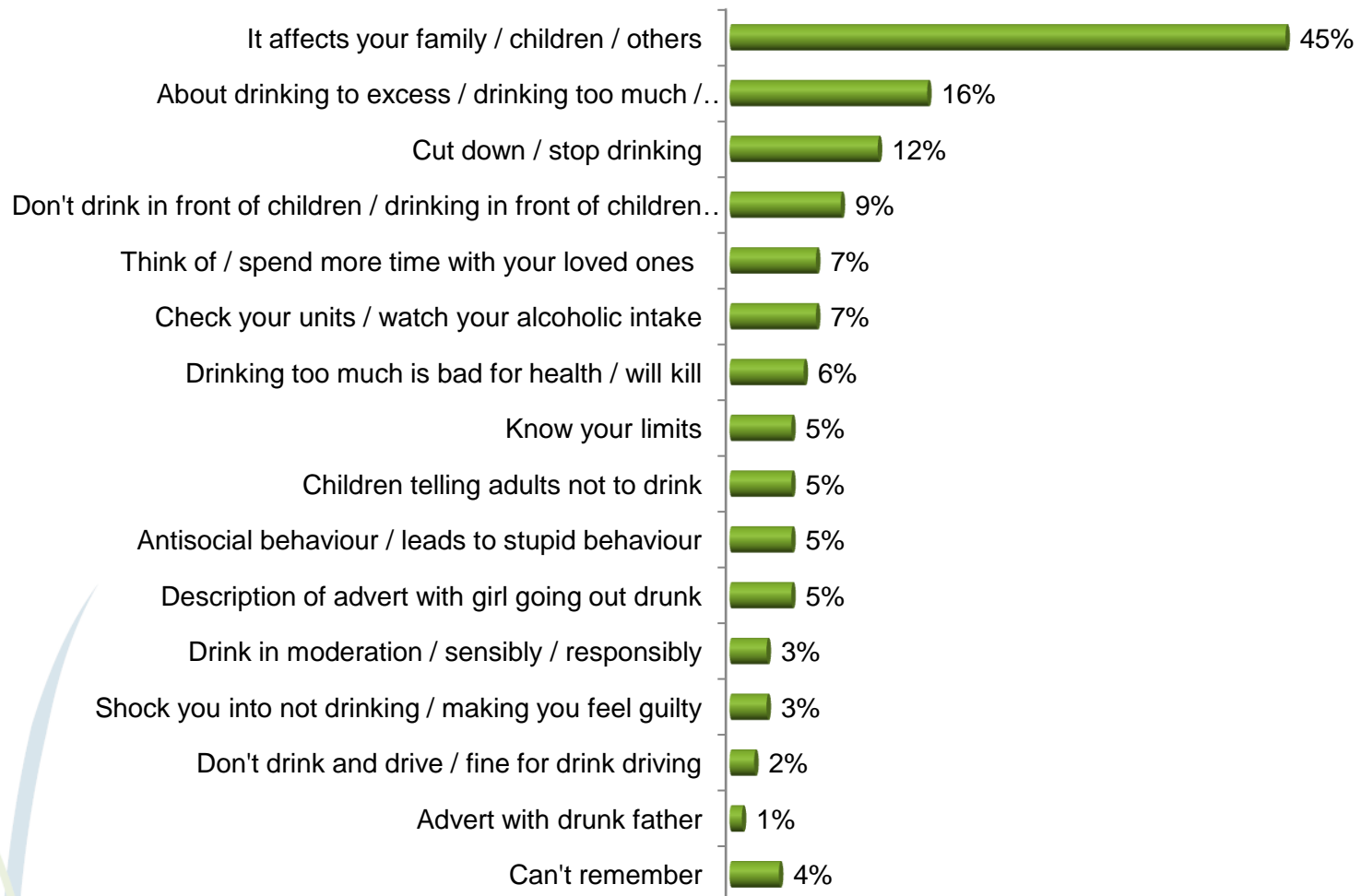
56% in Tees Valley had
seen or heard an ad

Base: 416

Advertising Recalled



What was the advertising telling you?

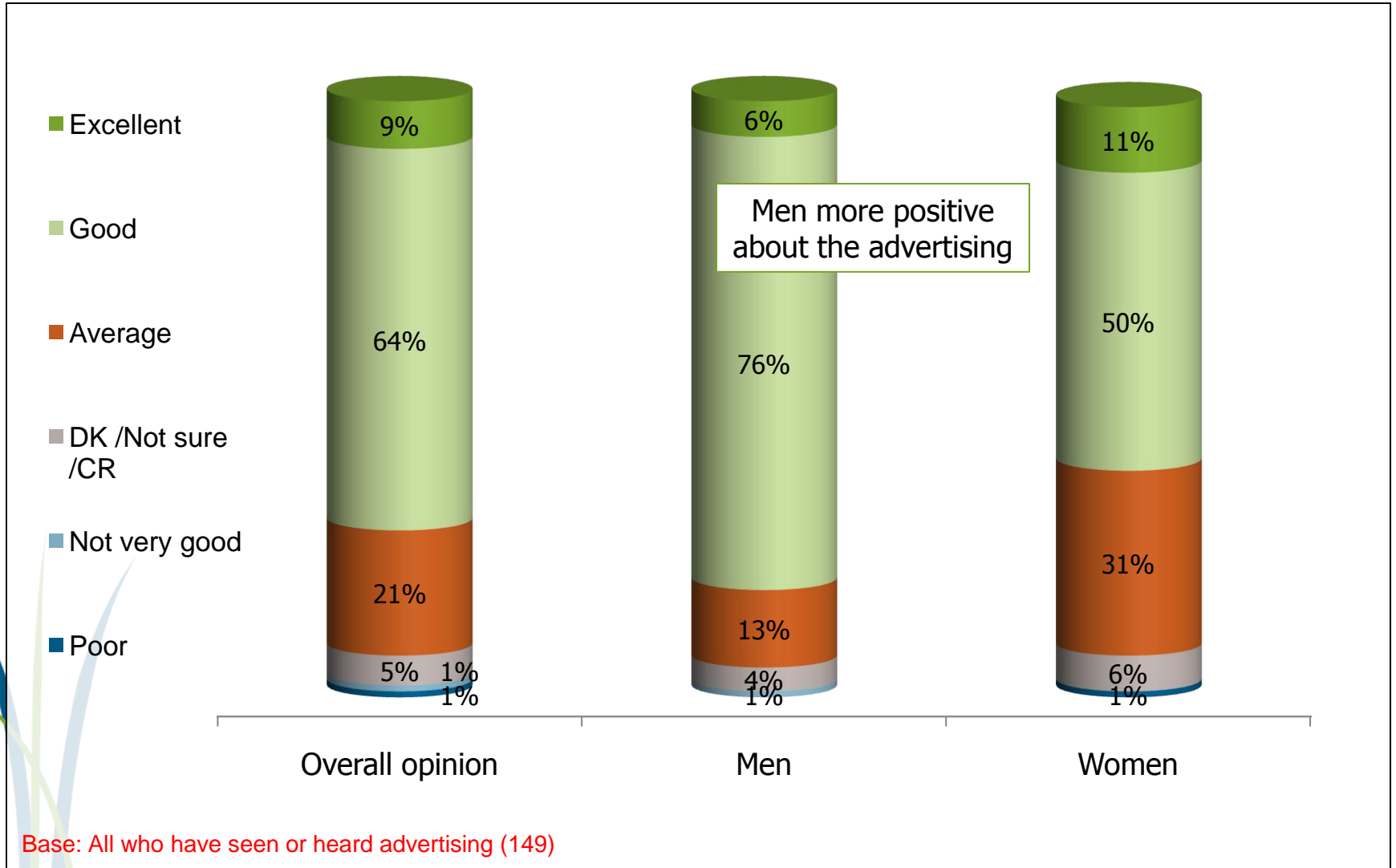


Base: 149

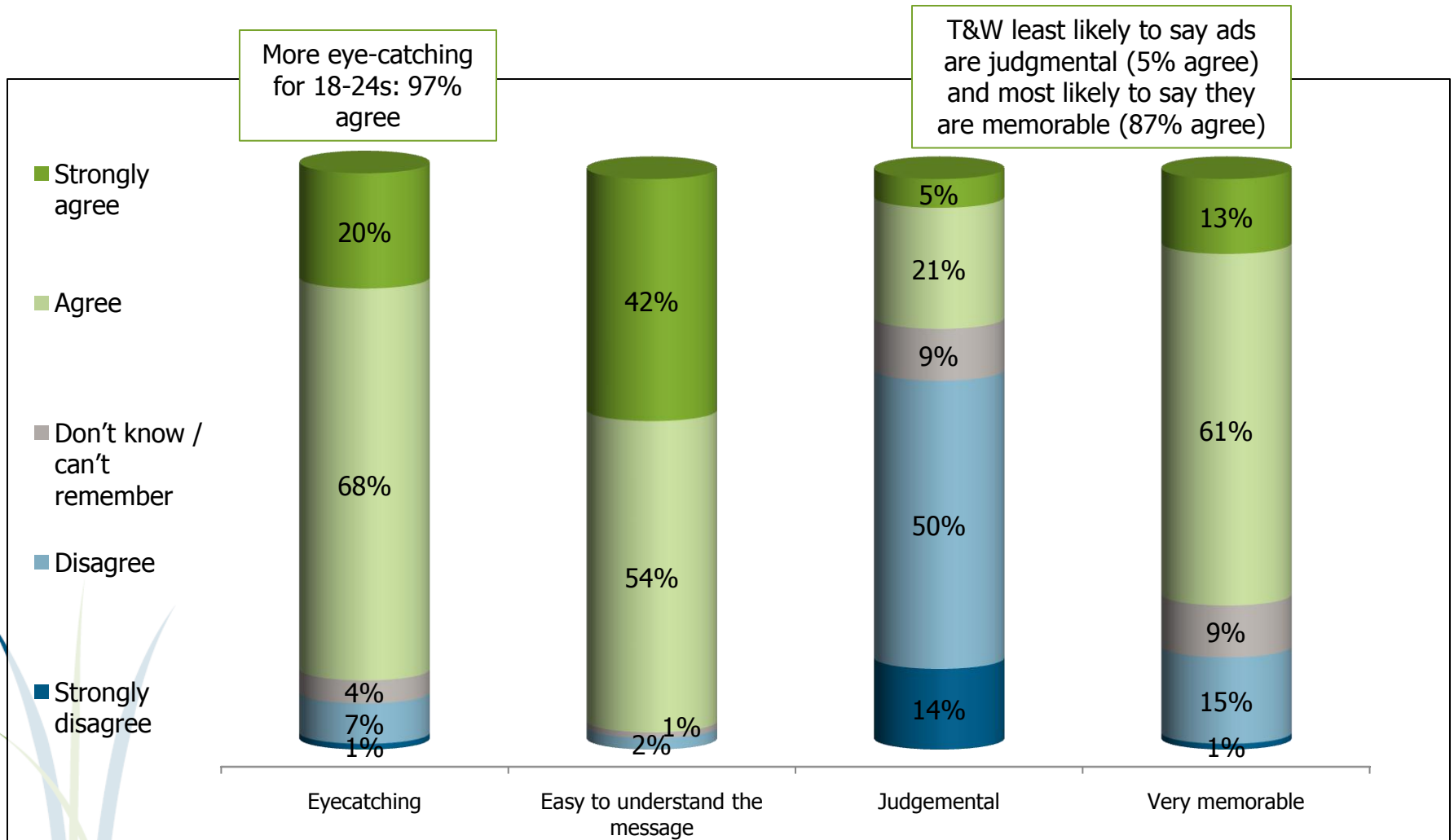
Perceptions of the Advertising



What did you think of the advertising?

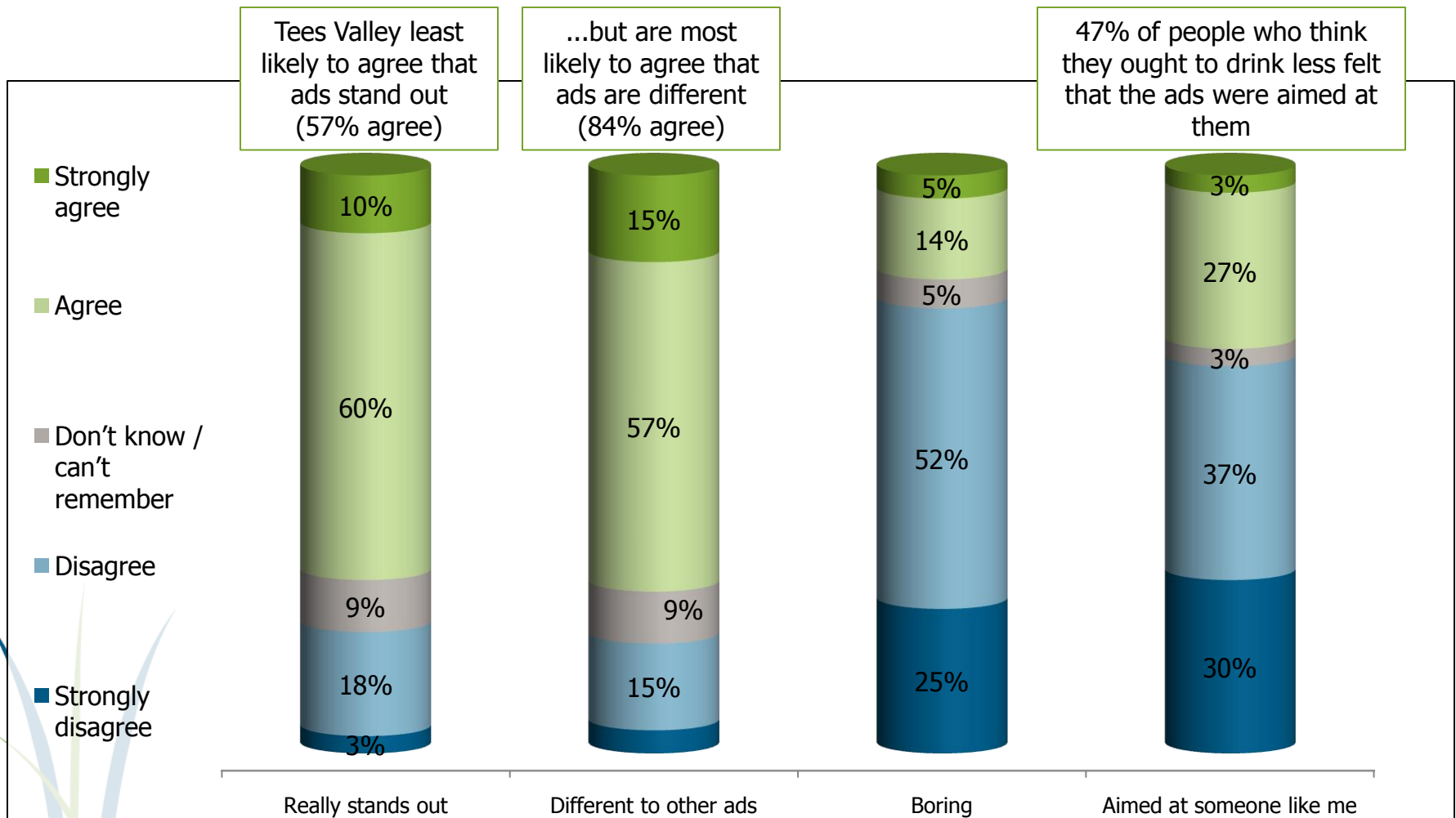


To what extent do you agree / disagree that the advert is...



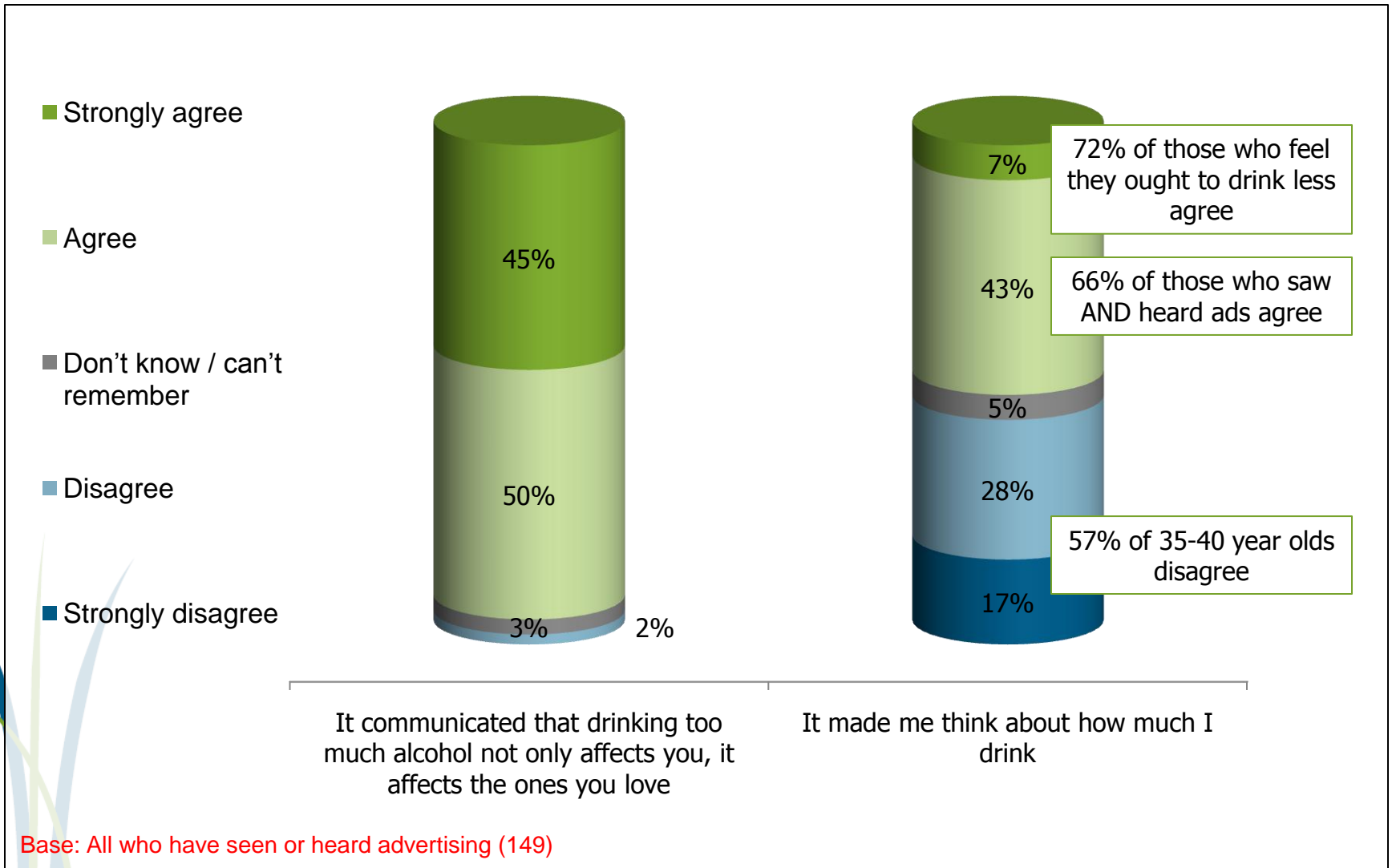
Base: All who have seen or heard advertising (149)

To what extent do you agree / disagree that the advert is...



Base: All who have seen or heard advertising (149)

To what extent do you agree / disagree that the advert ...

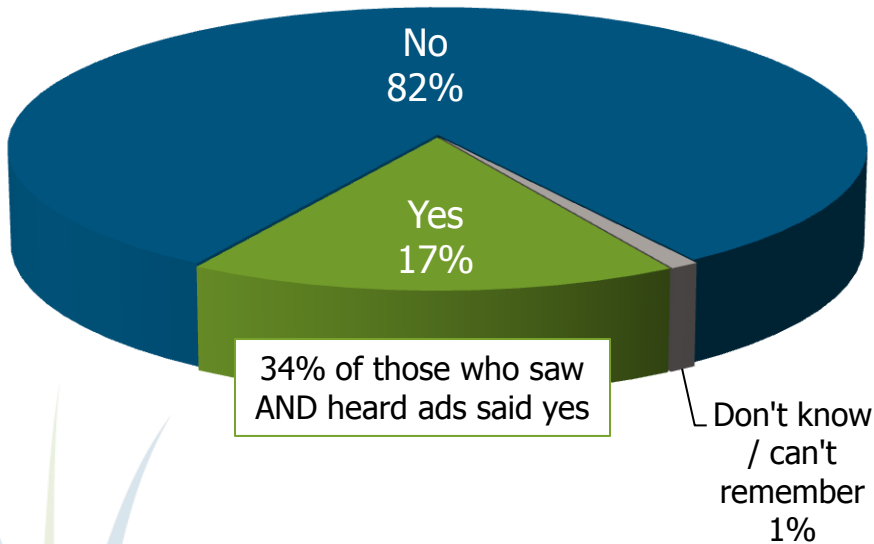


Impact of the Advertising on Behaviour



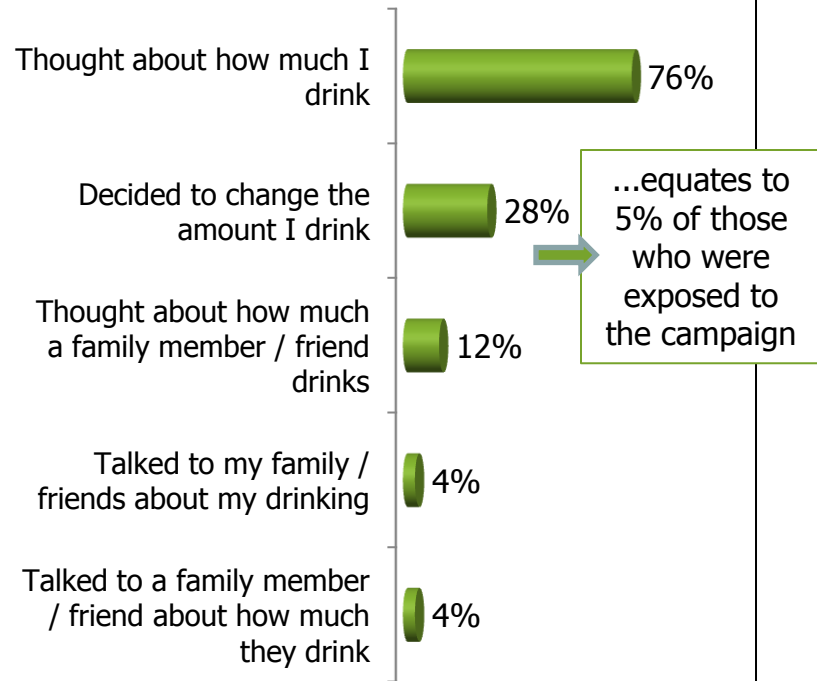
Changes in Behaviour

Did you think or do anything as a result of seeing the advertising?



Base: All who have seen or heard advertising (149)

What did you think or do?



Base: All who thought / did something (25)

Caution, small base size

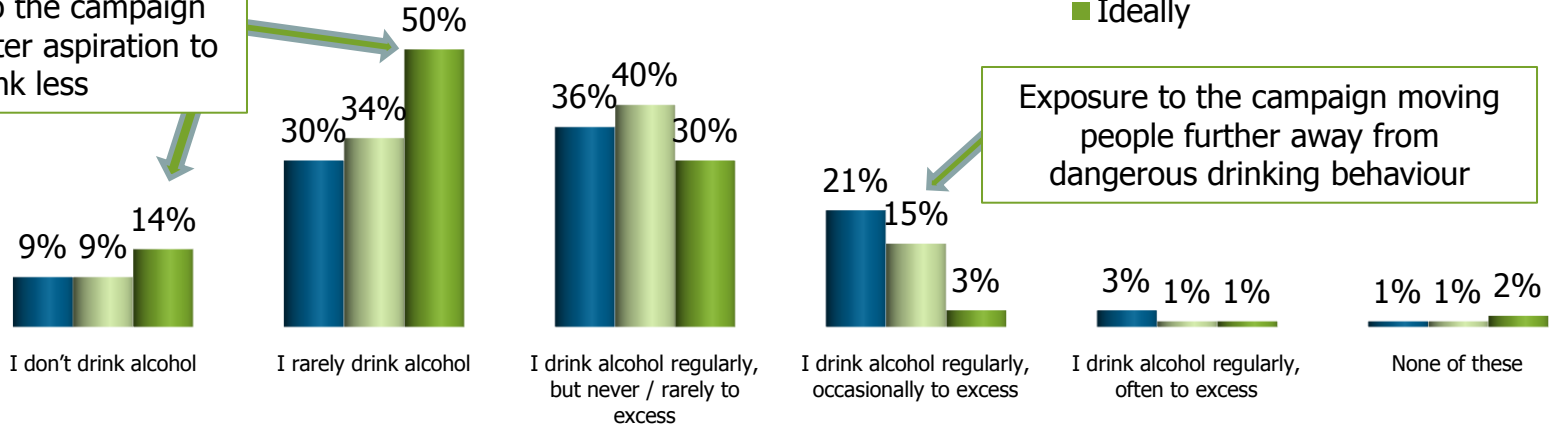
Which of the following best describes you and your drinking behaviour...

Those who saw/heard an ad

- Before seeing / hearing the advert
- After seeing / hearing the advert
- Ideally

Exposure to the campaign driving greater aspiration to drink less

Exposure to the campaign moving people further away from dangerous drinking behaviour



Base: All who have seen or heard advertising (149)

Those who did not see/hear an ad

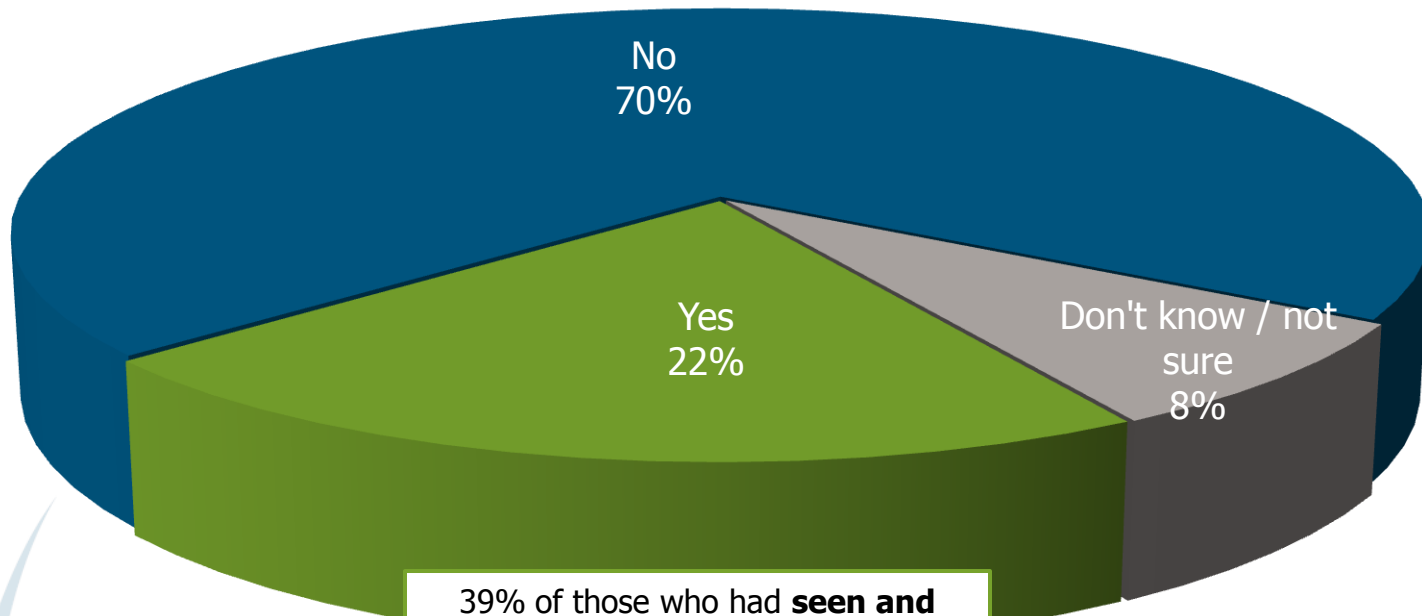
- Now
- Ideally



Base: All who had not seen or heard advertising (267)

Awareness of Alcohol Awareness Week

Are you aware that 19-25 October is Alcohol Awareness Week?



39% of those who had **seen and heard** advertising were aware

Base: 416

Summary



Summary

Recall

- Over one in three of the target audience (36%) were exposed to the campaign in some format; Tees Valley saw particularly high recall (56%)
- Over a quarter (27%) had seen an ad; one in six (18%) had heard the radio ad
- Roughly one in ten (9%) had both seen **and** heard the ads – there are indications throughout the data that this level of exposure has more impact than only seeing or only hearing an ad
- The message that drinking affects your loved ones was remembered spontaneously by nearly half who had been exposed to the campaign
- Other messages recalled were typically more generic around drinking too much, and reducing alcohol intake

Summary

Perceptions of the Ads

- Generally, the ads were received positively:
 - Almost three quarters (73%) said they were good or excellent
 - The majority also agreed that they were....easy to understand (96%).... eye-catching (88%)... very memorable (74%)... different to other ads (72%)... really stand out (70%)
 - Similarly, most (64%) disagreed that they were judgmental.....and boring (77%)
- Three in ten (30%) felt the ads were aimed at them; this was higher (47%) amongst people who feel they should drink less



Summary

Impacts of the Ads

- Half (50%) of those who were exposed to the campaign said that it had made them think about how much they drink
- Seeing **and** hearing the campaign increased this effect: two thirds (66%) of this group agreed they'd thought about the amount they drink because of the ads
- Similarly, the majority (72%) who feel that they should drink less, said the ads had made them think about how much they drink
- A smaller proportion (17%) felt they'd actually done something as a result of seeing or hearing the ads...this was, again, mostly around thinking about alcohol consumption
- However, 5% of those exposed to the campaign said they have decided to change the amount that they drink

Summary

Impacts of the Ads

- The group who have been exposed to the campaign show a greater desire to cut down their alcohol consumption
 - 64% of those who saw/heard the campaign say ideally they would not, or would rarely drink alcohol
 - 56% of those who **did not** see/hear the campaign say ideally they would not, or would rarely drink alcohol
- ...and there are indications that behaviour has actually changed positively for a small minority who saw or heard the campaign :
 - 2% fewer say that they *drink regularly, often to excess*
 - 6% fewer say that they *drink regularly, occasionally to excess*

Final thoughts

- The campaign has seen good levels of awareness, with the right messages reaching the target audience
- There are strong indications that hearing as well as seeing ads increases the impact of the campaign
- The ads were well received, although a significant minority did feel they were judgmental
- It is clear that the campaign has made people think about how much they drink...
- ...and has encouraged a minority to drink less, or at least aspire to drinking less



The logo features the word "bluegrass" in a sans-serif font. The letters "blue" are in a dark blue color, and the letters "grass" are in a light green color. A stylized graphic of three grass blades, two blue and one green, is positioned behind the letter "l" in "blue".

bluegrass

thinking research