



## Positive News

### Latest Market Research Results Published

*Positive Media Marketing have just released the results of their latest poster campaign research, demonstrating an excellent 73 % prompted recall for one of their client's posters.*

The survey was carried out in the Vicarage Field Shopping Centre in January 2009 by Liberta Communications and focused on a campaign run by Barking and Dagenham NHS. Key results included:

- > 47 % unprompted recall of posters
- > 73 % prompted recall
- > 52 % recall of website address
- > 57% of those who had seen poster considered themselves 'very likely' to visit website
- > Likeliness to visit site increased by 21% among those who had seen campaign

Director, Simon Grant said, "We now carry out surveys as a new service to our clients, to monitor the effectiveness of particular campaigns. Studies have shown good response rates for in-centre poster advertising, and our latest research shows positive results.

"73% is a very high recall rate and with half of people also remembering the web address the value of this form of advertising is clear."

Other case studies can be found at [www.positivemediamarketing.co.uk](http://www.positivemediamarketing.co.uk).

**For further information contact: [Simon Grant](#) on 01702 474762**