

Industrial  
option as  
+2MgCl<sub>2</sub> + Ti (1.100-  
(TiFeO<sub>3</sub>) or rutile  
tetrachloride, TiCl<sub>4</sub>, is  
+2FeCl<sub>3</sub> + 6CO + 2Mg (1.1  
(900°C) TiCl<sub>4</sub> + 2Mg (1.1  
product with oxygen  
+2TiFeO<sub>3</sub> + 7Cl<sub>2</sub> + 8C  
TiCl<sub>4</sub> + 2Mg (1.100-  
from the product  
+TiCl<sub>4</sub> + 2FeCl<sub>3</sub>  
reduction as int

*West Lothian College*

# Evaluation of Poster Campaign

Location : Livingston Designer Outlet

September 2011

The Pyramid  
31 Queen Elizabeth Street  
London SE1 2LP

[info@roiteam.co.uk](mailto:info@roiteam.co.uk)  
[www.roiteam.co.uk](http://www.roiteam.co.uk)

# Research Objectives & Approach

- ❖ Research objective : Evaluate awareness and communication effectiveness of a poster campaign promoting West Lothian College by way of posters displayed in washrooms of Livingston Designer Outlet

- ❖ Approach

Face to face interviewing of shoppers who have just exited the washrooms. Interviews were conducted on the ground floor by the escalator adjacent to the washrooms

Respondents (men and women) were interviewed using a simple questionnaire of just four questions

We collected 114 completed interviews during a full day's interviewing on Friday August 19<sup>th</sup>

Respondents were first asked about their awareness of advertising in the washrooms without prompting. They were then asked about awareness and understanding of the specific campaign after being prompted by an image of the posters

# Poster campaign: West Lothian College

West Lothian College

## APPLY NOW NEW COURSES FOR 2011

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- NO/HNC Graphic Design, Illustration and Animation
- HNC Advertising and Public Relations
- Passport to HN Business and Information Technology
- HND Business
- NO Photography

For course information call: 01506 427605

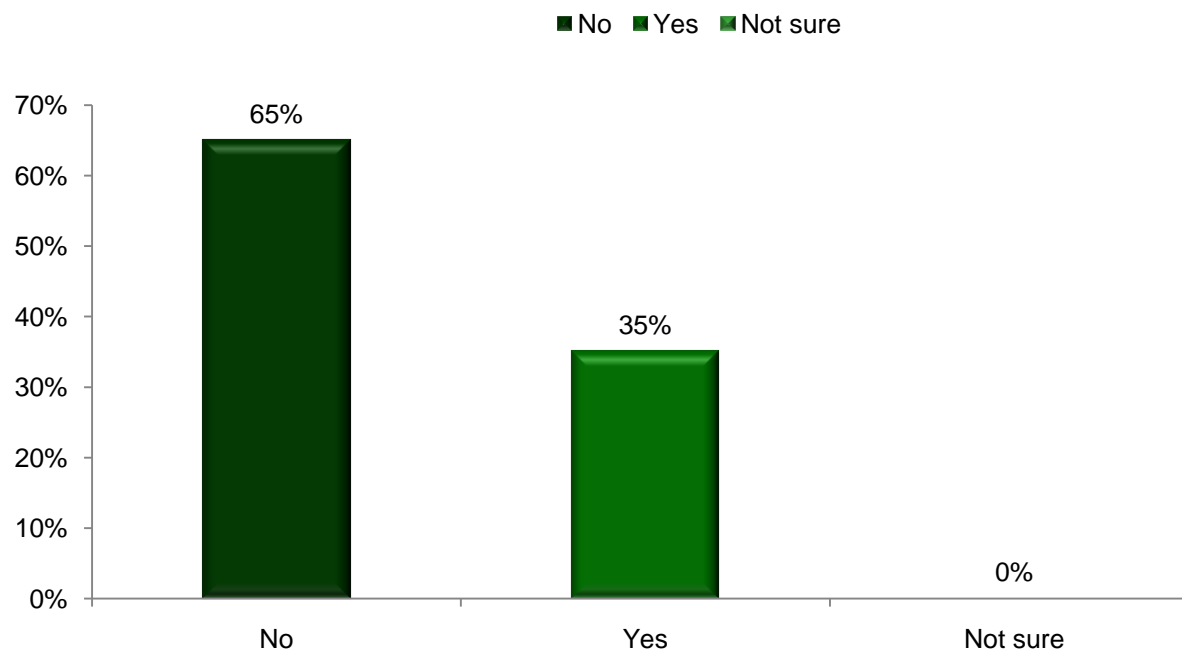
**APPLY ONLINE NOW**  
or text the word **'prospectus'** and  
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[www.west-lothian.ac.uk](http://www.west-lothian.ac.uk)

Almondvale Crescent, Livingston, West Lothian, EH54 7EP  
Tel: 01506 418181 email: [enquiries@west-lothian.co.uk](mailto:enquiries@west-lothian.co.uk)  
Scottish Registered Charity No. SC021216

# Awareness of advertising (unprompted)

More than a third of respondents (unprompted) were aware of advertising in the toilets. (The West Lothian College campaign was the only advertising visible in the washrooms)

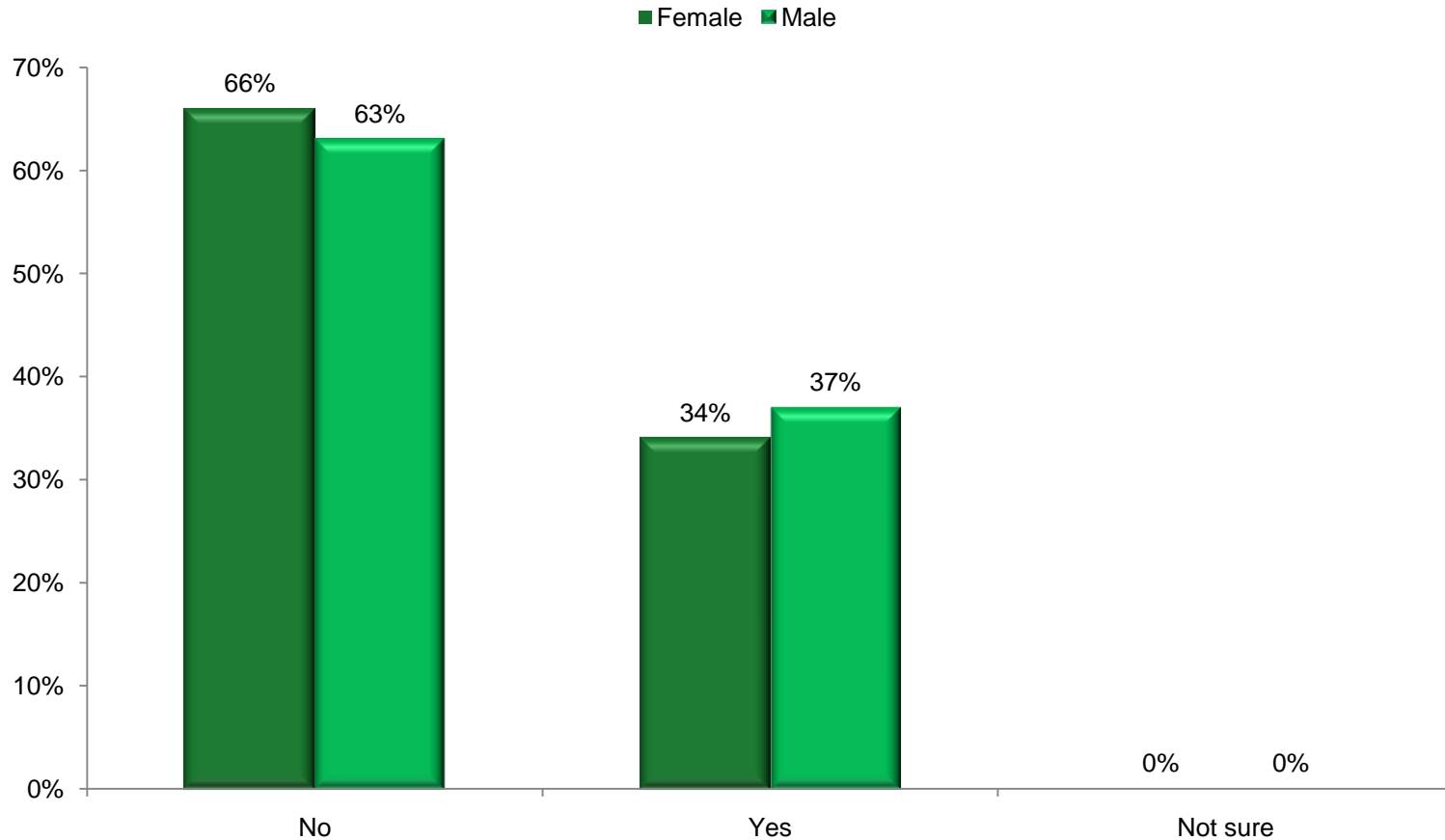


*Did you notice any advertising in the toilets in this centre?*

Base: 114

# Awareness of advertising : by gender

Awareness of advertising (unprompted) was even between men and women

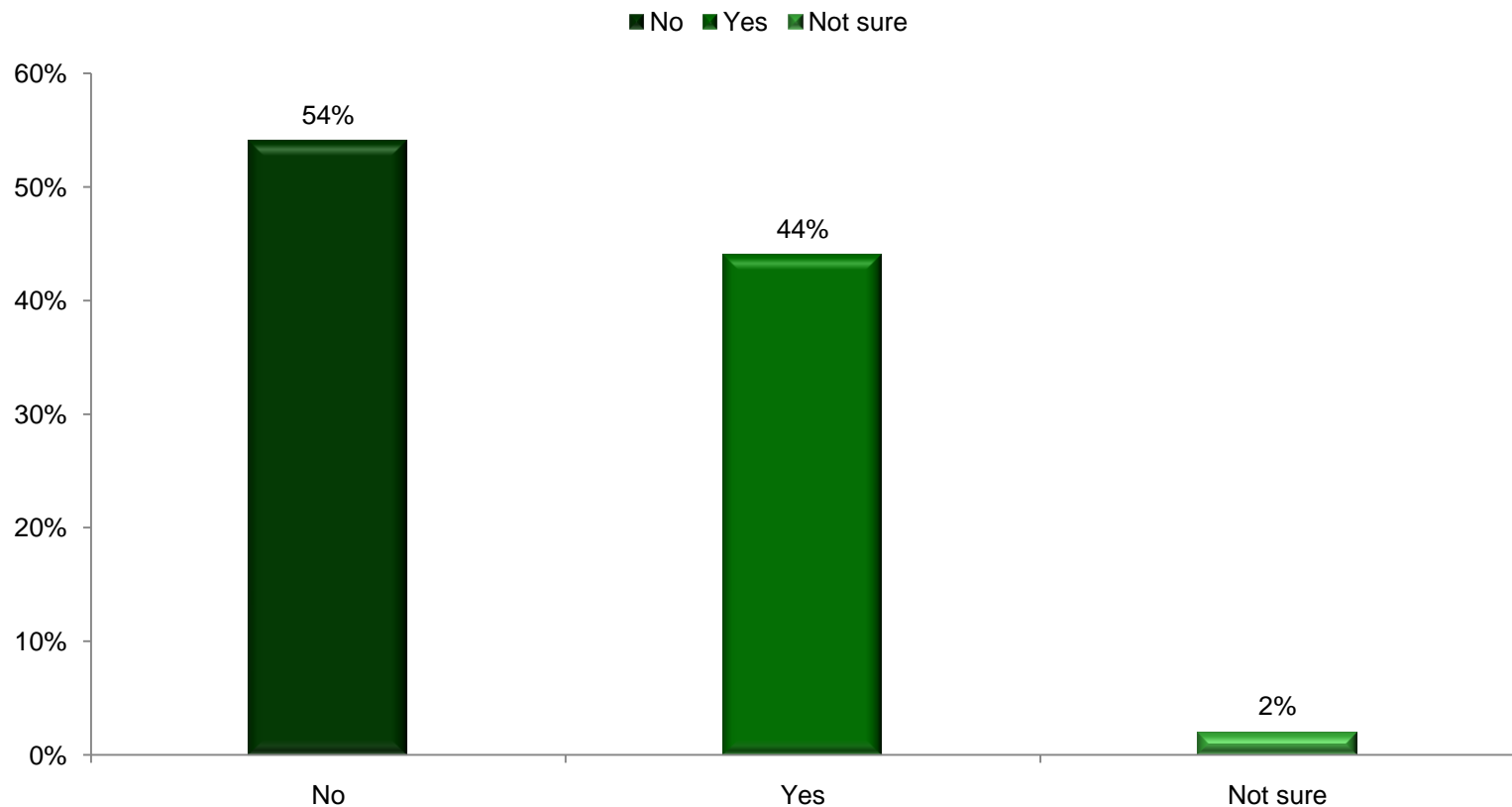


*Did you notice any advertising in the toilets in this centre?*

*Base: 73 (female), 41 (male)*

# Recall of posters

Nearly half of respondents (prompted) recalled the West Lothian College poster in the toilets

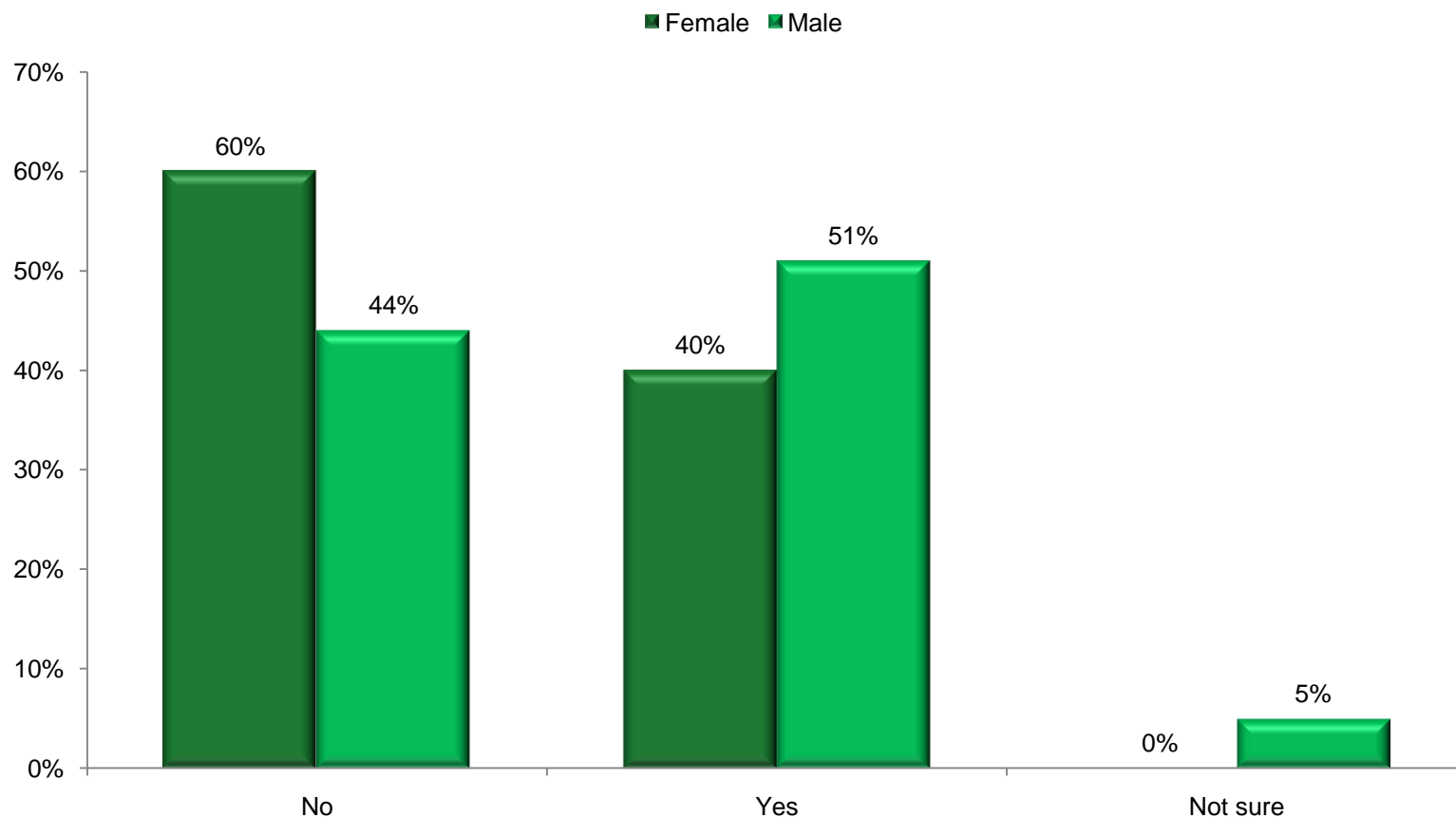


*Did you notice this poster in the toilets?*

Base: 114

# Recall of posters : by gender

Men are more likely than women to recall the poster

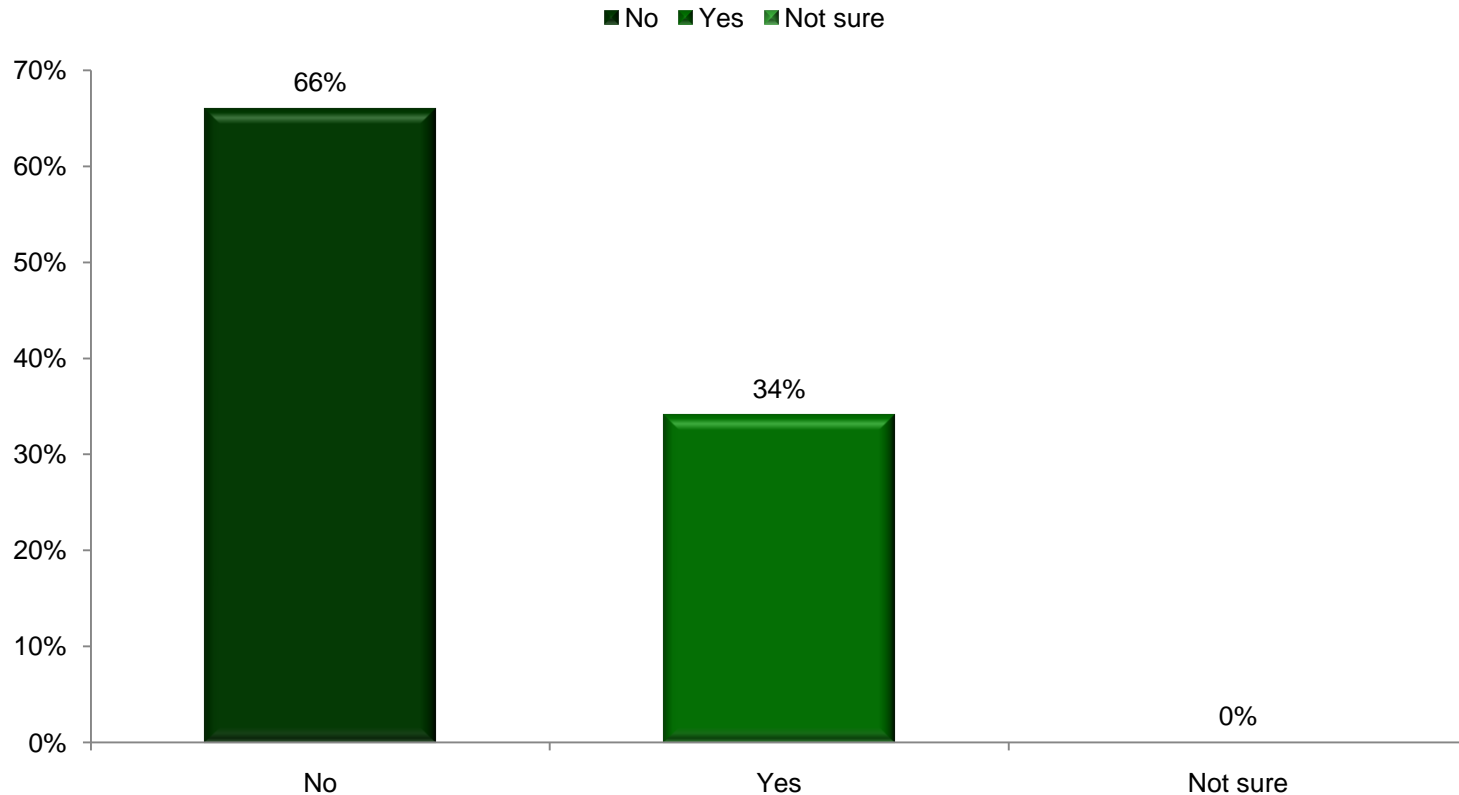


*Did you notice this poster in the toilets?*

*Base: 72 (female), 41 (male)*

# Recall of campaign message (all respondents)

Of all respondents one third were able to recall the campaign message



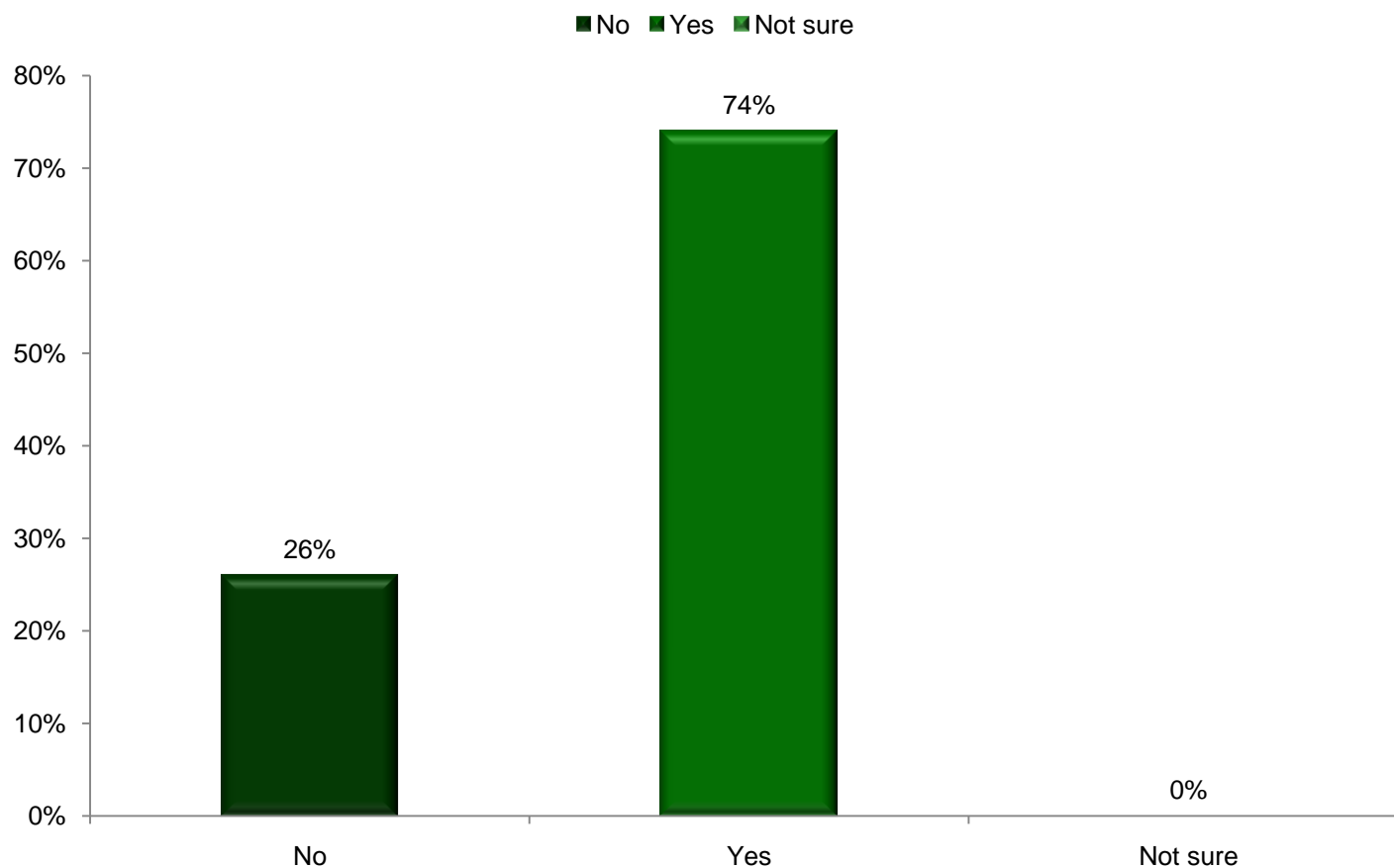
*Do you recall what message the poster is communicating?*

Base: 114



# Recall of campaign message (noticed the poster)

But of those who recalled the poster (when prompted) nearly three quarters recalled its message



*Do you recall what message the poster is communicating?*

Base: 114