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from the product  
+TiCl<sub>4</sub>+2FeCl<sub>3</sub>  
reduction as int

***West End Skills Shop***  
***Evaluation of washroom poster***  
***campaign in Oxford Street Plaza***

July 2011

The Pyramid  
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London SE1 2LP

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# Research Objectives & Approach

- ❖ Research objective : Evaluate awareness and communication effectiveness of a poster campaign promoting the West End Skills Shop by way of posters displayed in washrooms on the first floor of the Oxford Street Plaza
- ❖ Approach
  - Face to face interviewing of shoppers who have just exited the washrooms. Interviews were conducted on the first floor walkway adjacent to the washrooms
  - Respondents (men and women) were interviewed using a simple questionnaire of just four questions
  - We collected 82 completed interviews during a full day's interviewing on Saturday July 9th
  - 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

# Research Approach

**TAP**

**INTO SOMETHING NEW.  
TRAIN TO WORK IN RETAIL.**

The West End Skills Shop is your one-stop-shop to help you start or move on your career in retail. Careers in this industry can be hugely rewarding, and the variety of roles and opportunities can ensure rapid progression into many different specialist areas.

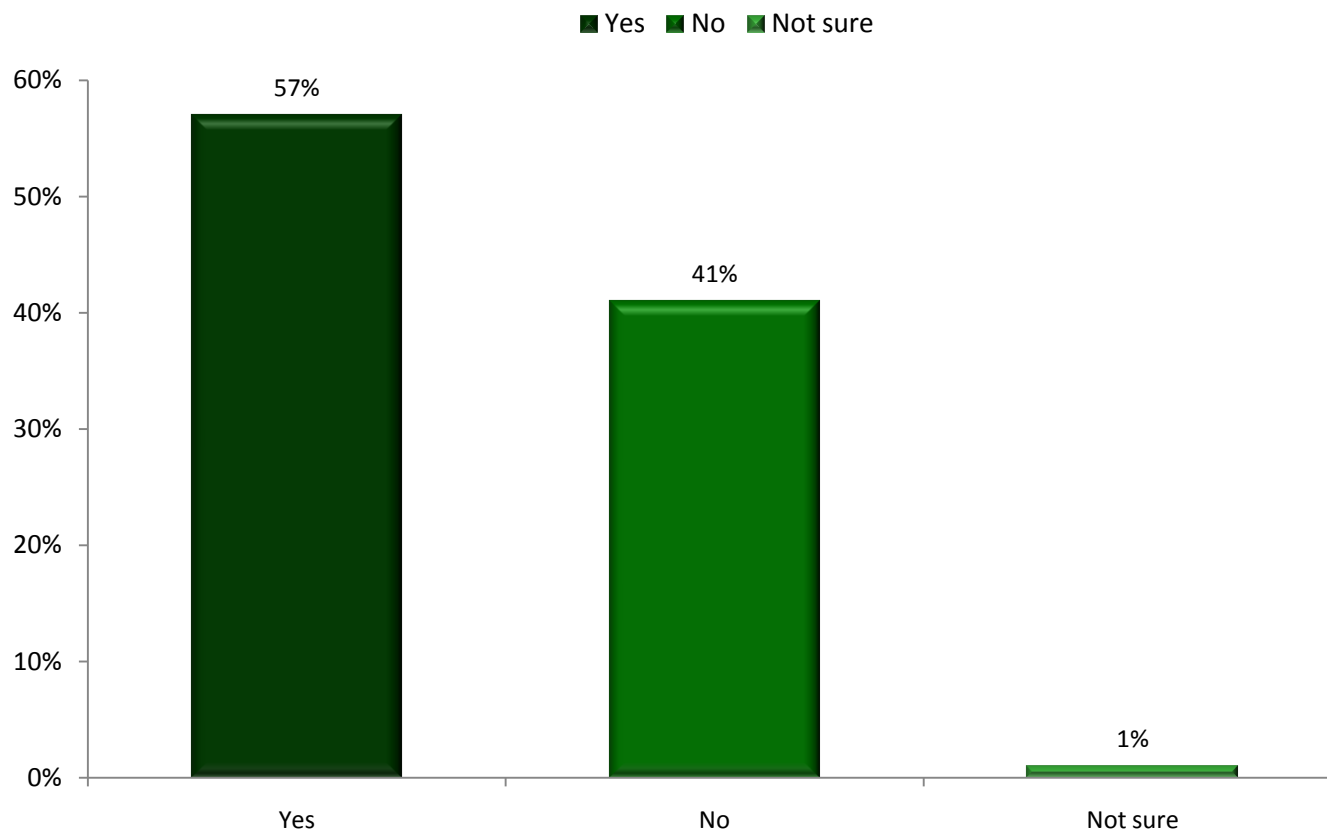
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# High campaign awareness

6 out of 10 respondents (unprompted) were aware of advertising in the washrooms. (The WESS campaign was the only advertising in the washrooms)

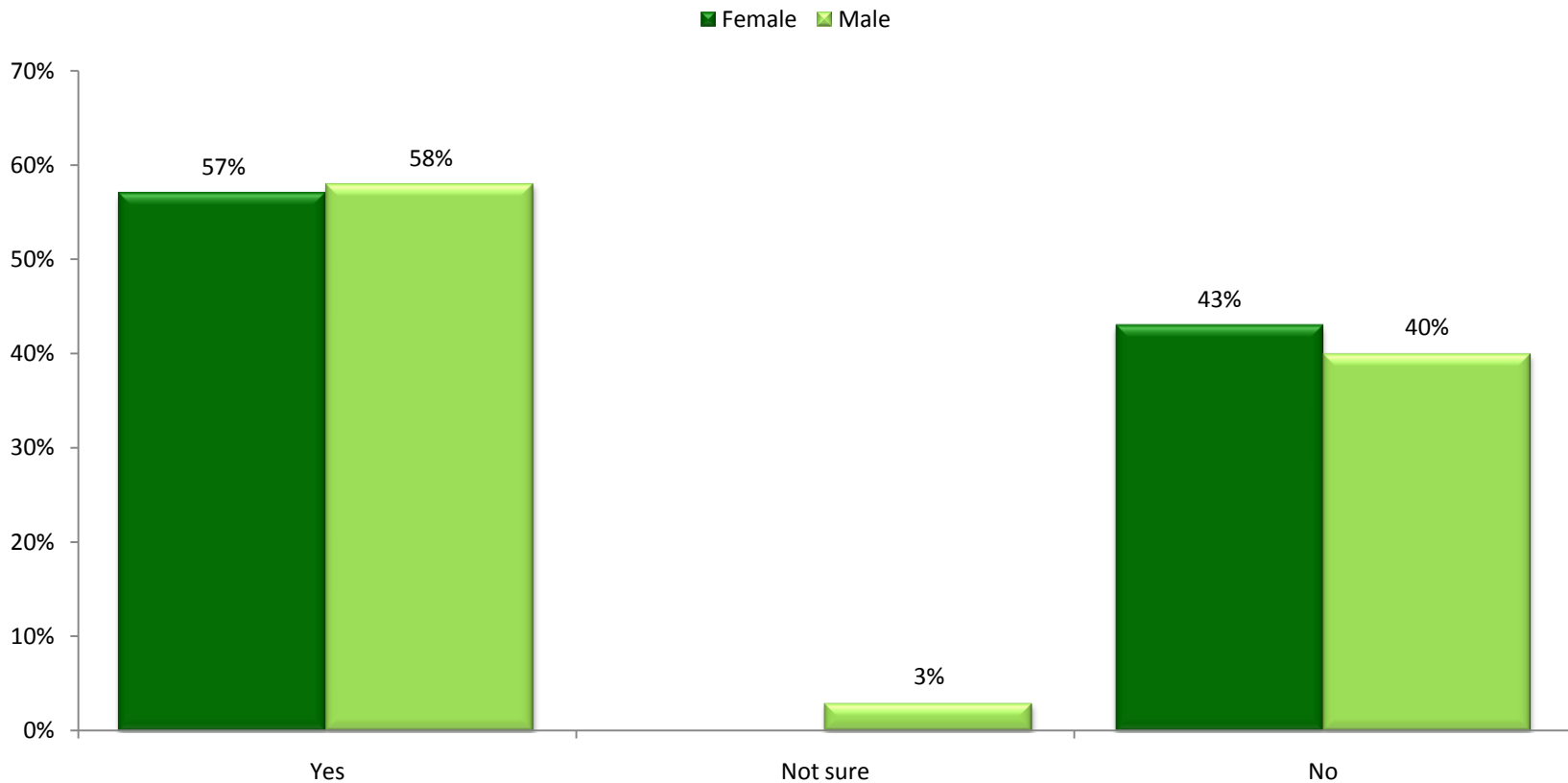


*Did you notice any advertising in the toilets in this centre?*

Base: 82

# Campaign Awareness : by gender

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

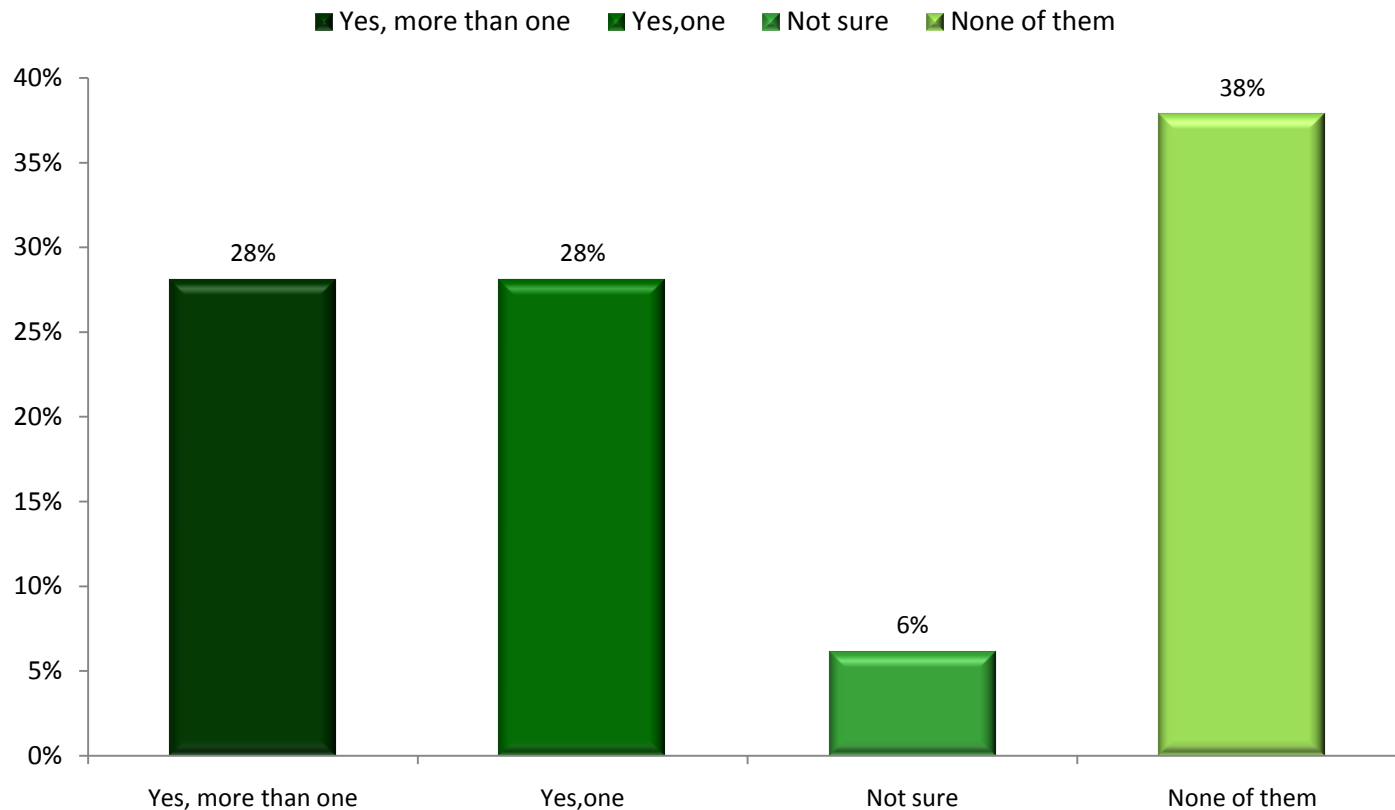


*Did you notice any advertising in the toilets in this centre?*

*Base: 42 (female), 40 (male)*

## Strong recall of posters

Nearly 6 out of 10 respondents (prompted) recalled at least one of the posters; 3 out of 10 recalled more than one poster. (There were three different posters in each washroom)

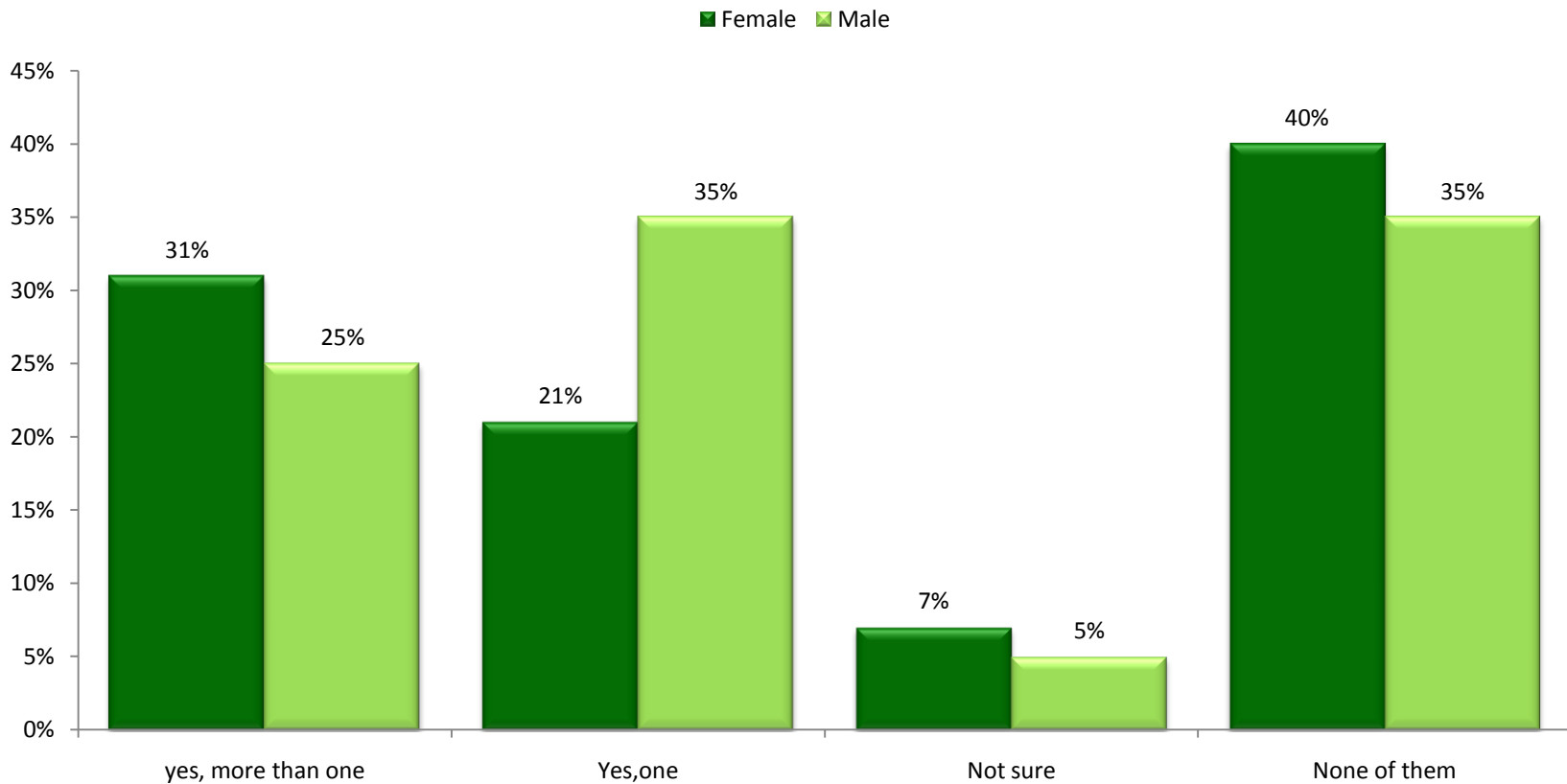


*Did you notice any of these posters in the toilets?*

Base: 82

# Strong recall of posters : by gender

Men are more likely than women to recall more than one poster

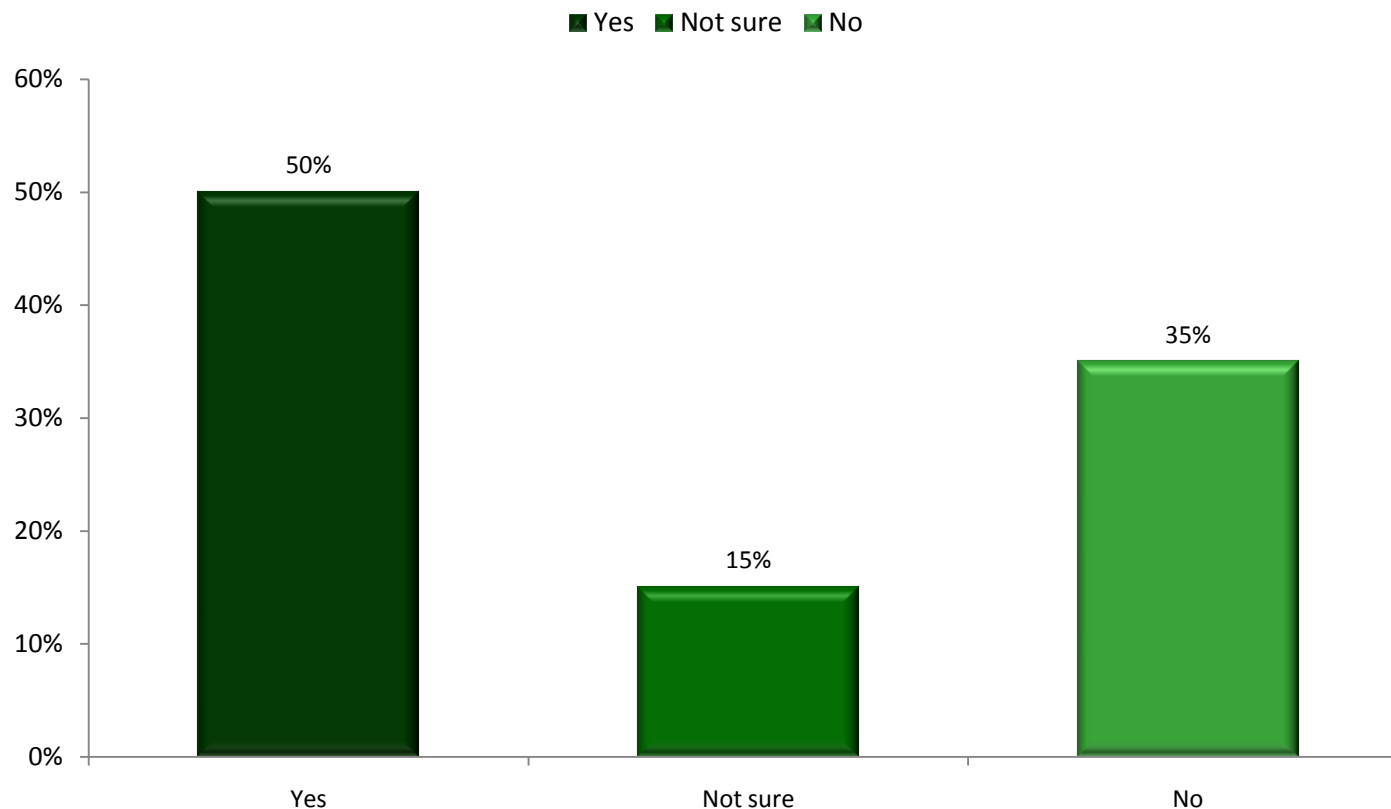


*Did you notice any of these posters in the toilets?*

*Base: 42 (female), 40 (male)*

# Message communicated and understood

Of respondents who recalled the campaign (when prompted – 46) exactly half recalled its message



*Do you recall what message the posters are communicating?*

Base: 82