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## *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

### SKILLS CENTRE

- NC Manufacturing and Service Engineering
- HNC Engineering Systems
- NO Computing
- HNC Information Technology
- HNC Interactive Media

### WELLBEING CENTRE

- NO Access to Biological Sciences
- NPA Playwork and Childcare
- HND Childhood Practice
- HNC Sports Coaching with Development of Sport

### CREATIVE CENTRE

- NC Art and Design
- 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

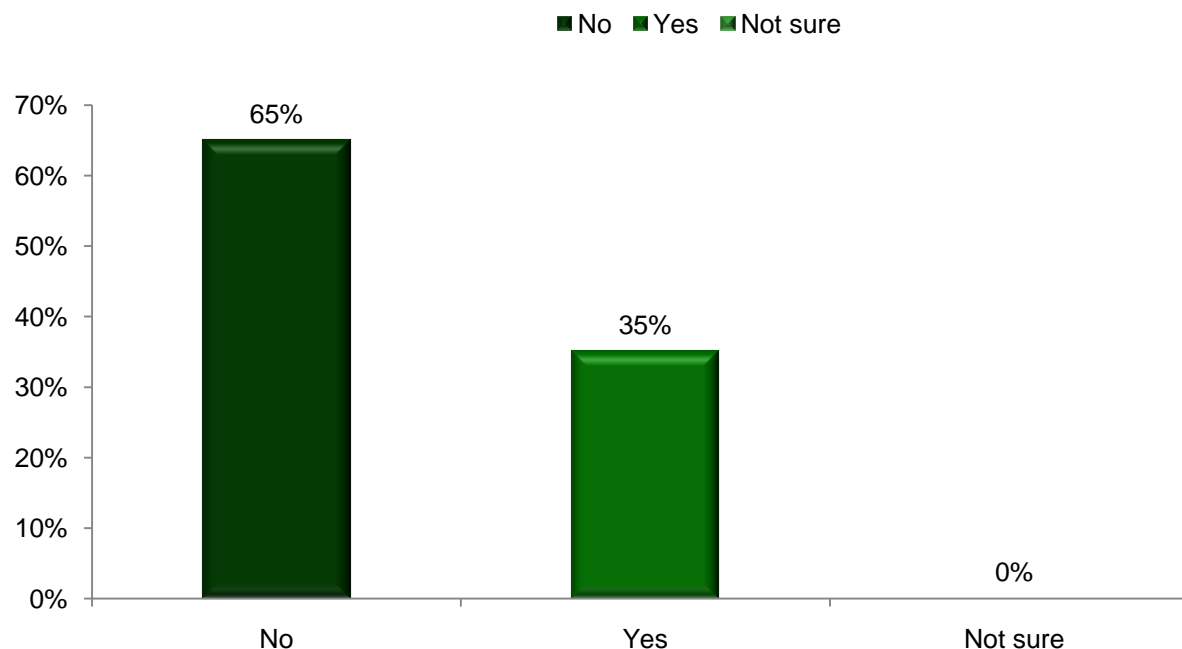
**APPLY ONLINE NOW**  
or text the word **'prospectus'** and  
your name and address to **88020**

[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)

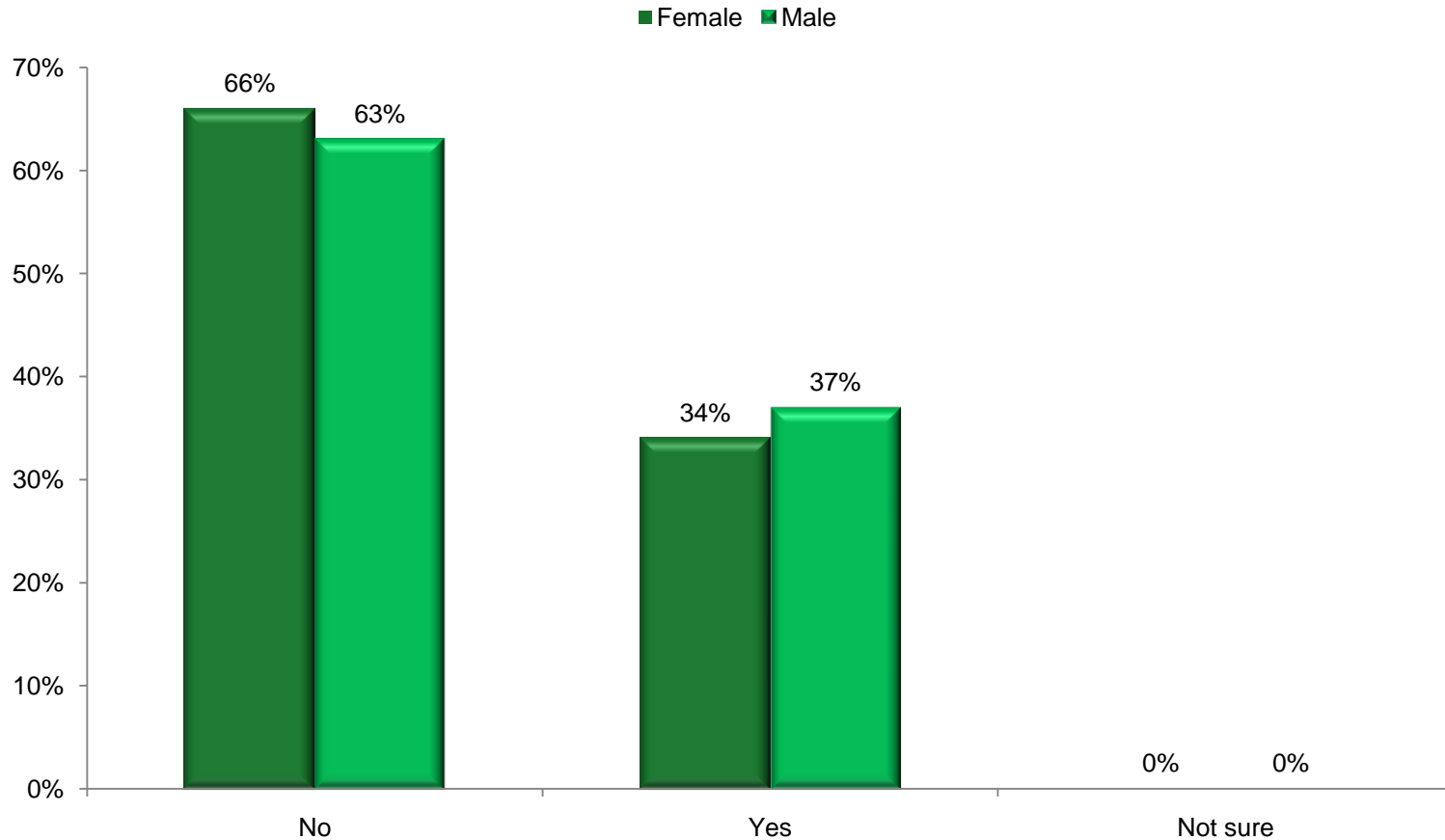


*Did you notice any advertising in the toilets in this centre?*

Base: 114

# Awareness of advertising : by gender

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

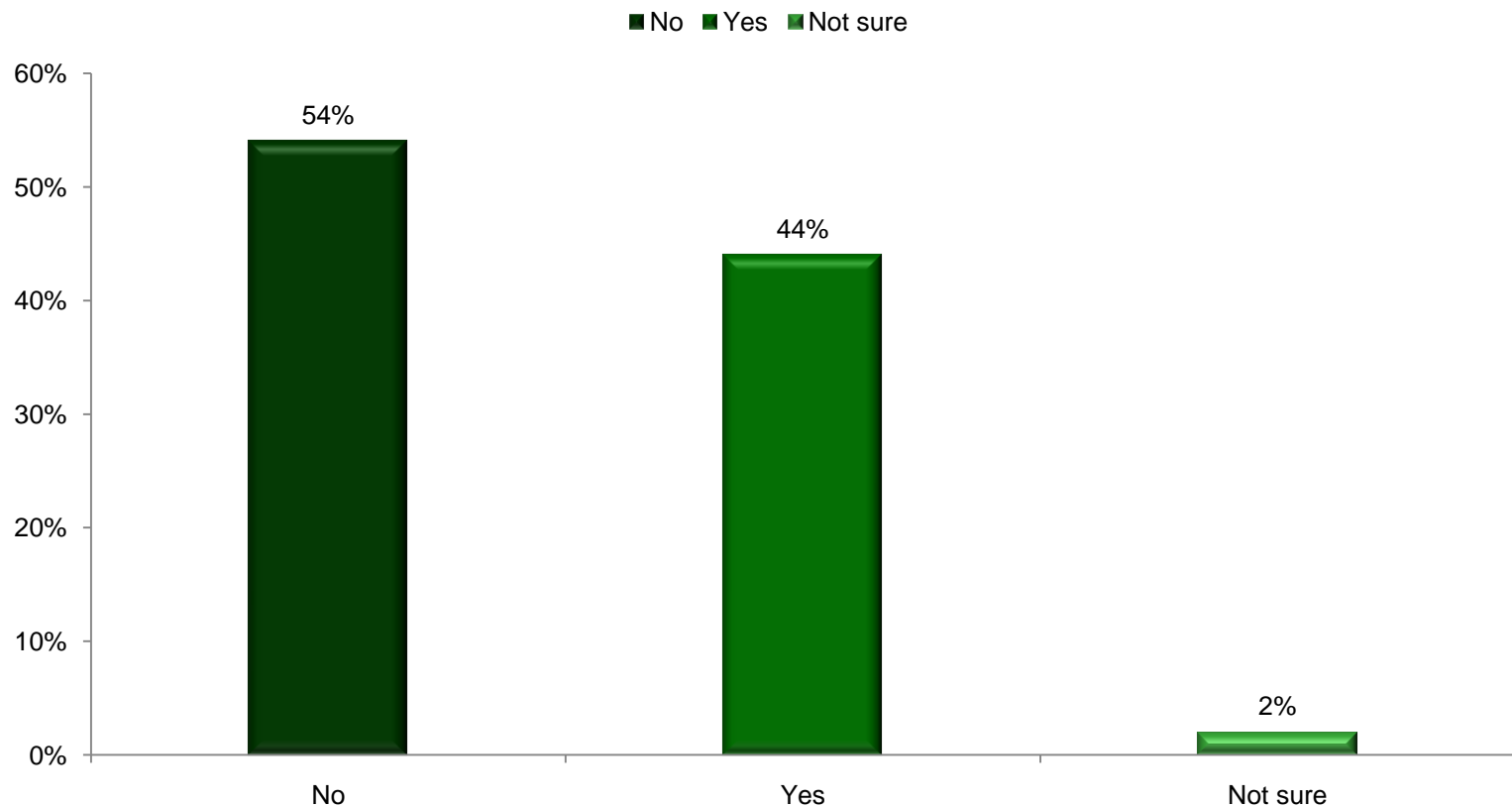


*Did you notice any advertising in the toilets in this centre?*

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

# Recall of posters

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

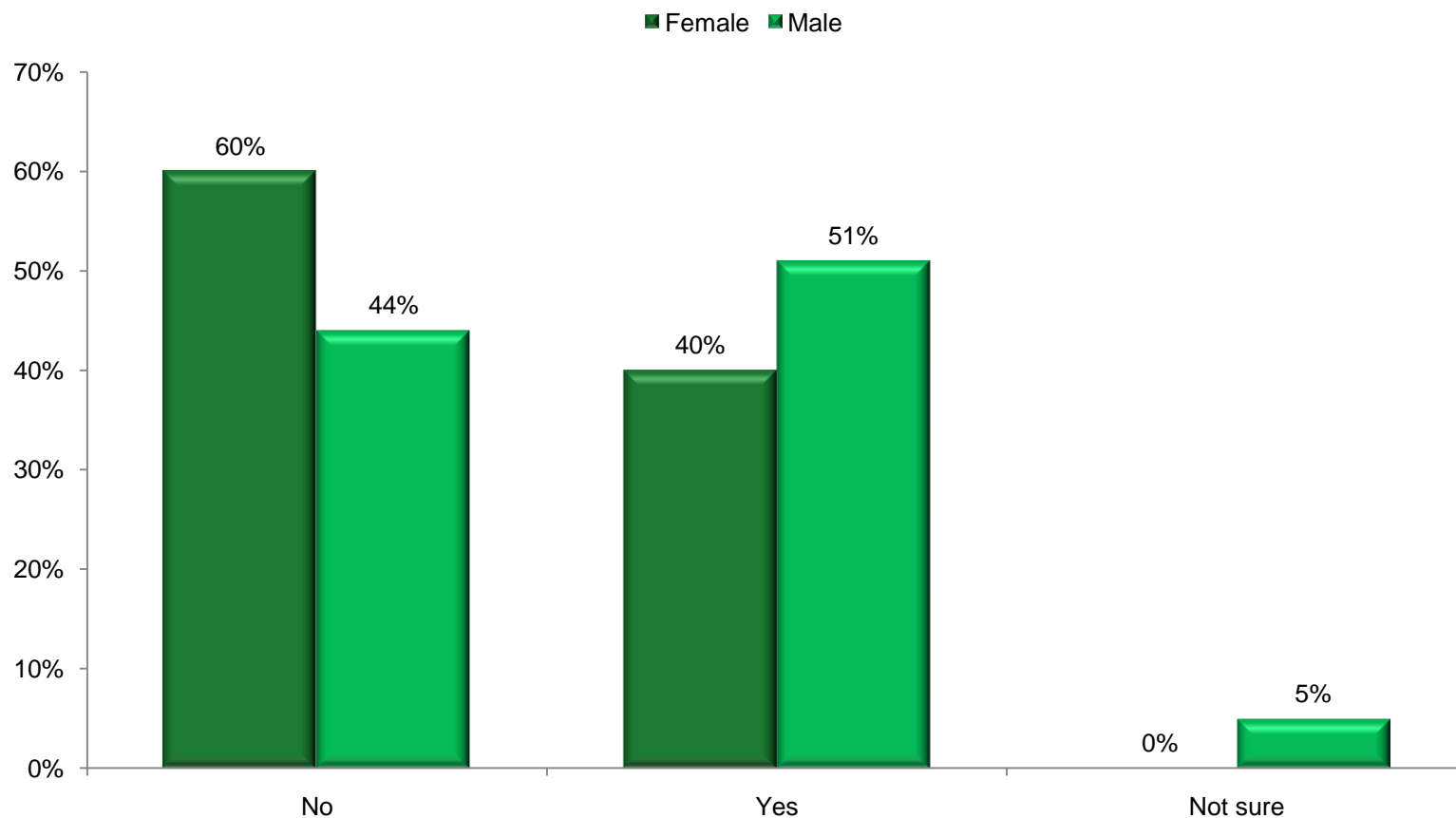


*Did you notice this poster in the toilets?*

Base: 114

# Recall of posters : by gender

Men are more likely than women to recall the poster

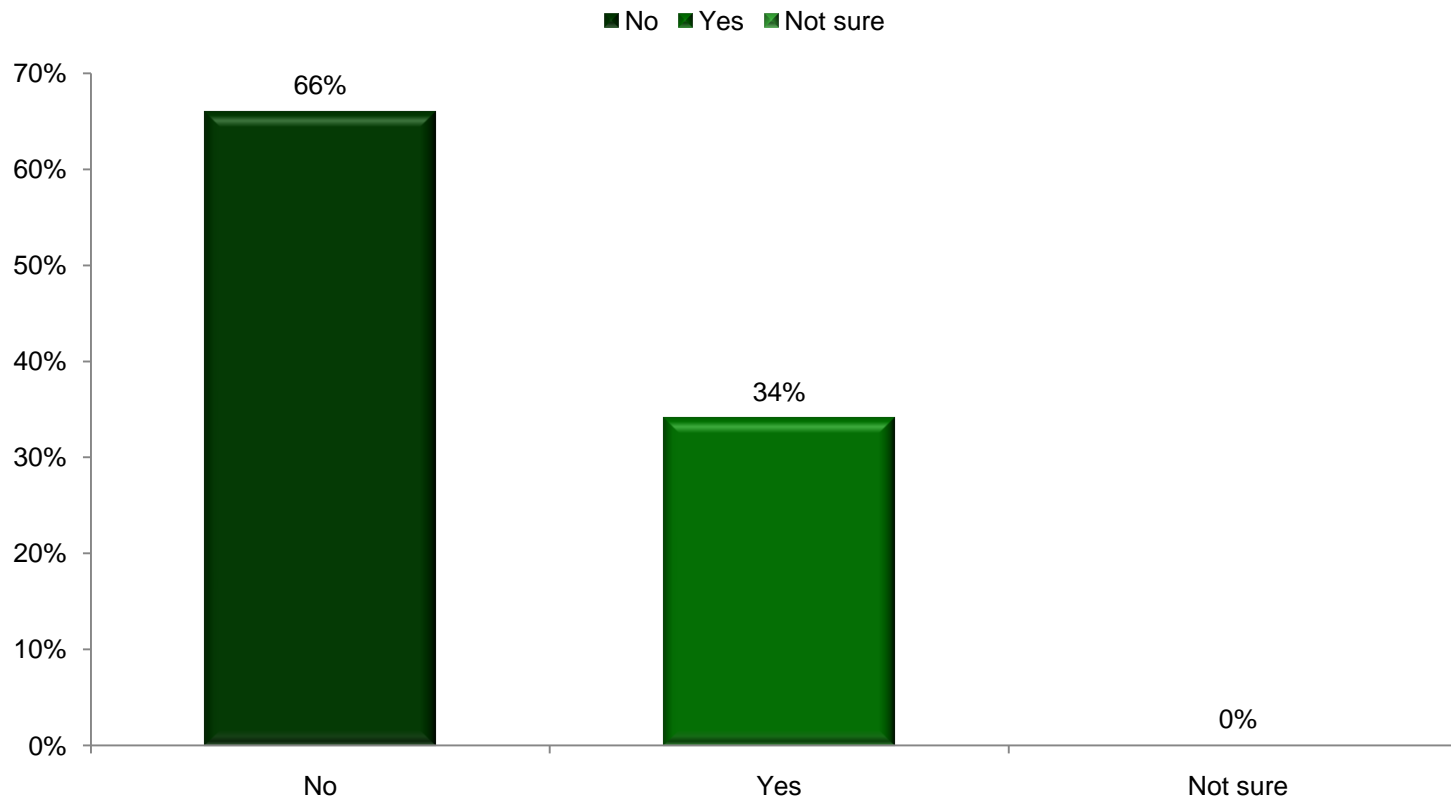


*Did you notice this poster in the toilets?*

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

# Recall of campaign message (all respondents)

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



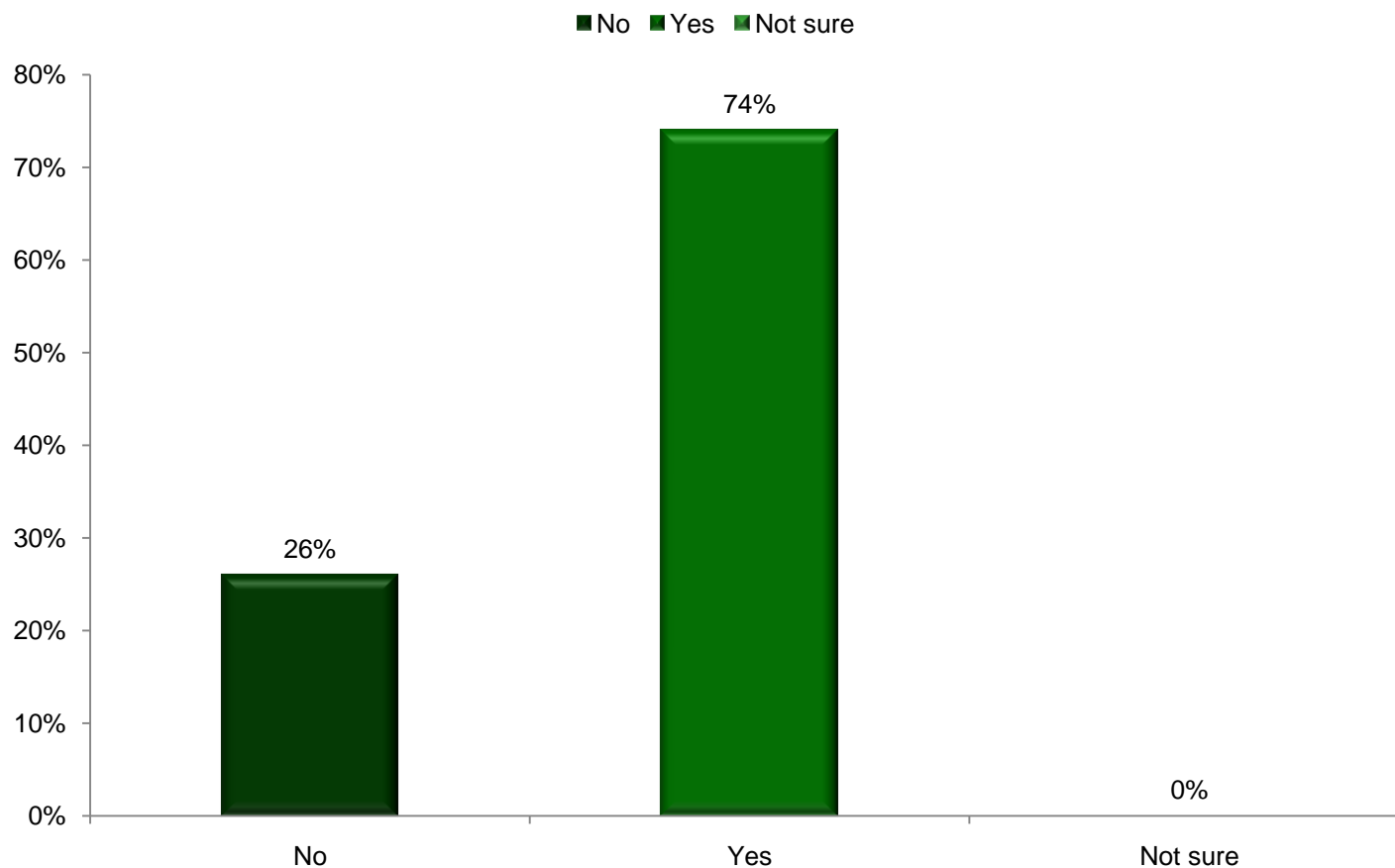
*Do you recall what message the poster is communicating?*

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

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option as  
+2MgCl<sub>2</sub>+Ti (1)  
(TiFeO<sub>3</sub>) or rutile  
tetrachloride, TiCl<sub>4</sub>, is  
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product with oxygen  
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TiCl<sub>4</sub>+2Mg (1,100°C)  
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  
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 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.

**West End Skills Shop**  
 Ground Floor Ramlles House, 1 – 2 Ramlles Street, London. W1F 7JF  
 T: 020 3371 7333 E: info@westendskillsshop.co.uk

**WEST END SKILLS SHOP**



*Background text includes:* Retail roles • Sales Assistant • Store Manager • Beauty Retail Consultant • Departmental Manager • Bookseller • Horticultural Manager • Retail Merchandiser • Buyer • Retail Operative • Supply Chain and Logistics roles • Security Warehouse and Distribution roles • Food Packaging Operative • Packer • Receptionist • Waitress • Roadcast Engineer • Technician • Prop maker • Assistant • Information Technician • Leisure Centre Assistant • Consultant • Department Visual Merchandiser • Wedding Gift Advisor • Manager • Supply Chain and Distribution roles • Kitchen Porter • Hotel Porter • Hotel Receptionist • Technical • Assistant • Photographer • Sound Engineer • Theatre Technician • Student Support Officer • Finance Assistant • Accounts Manager

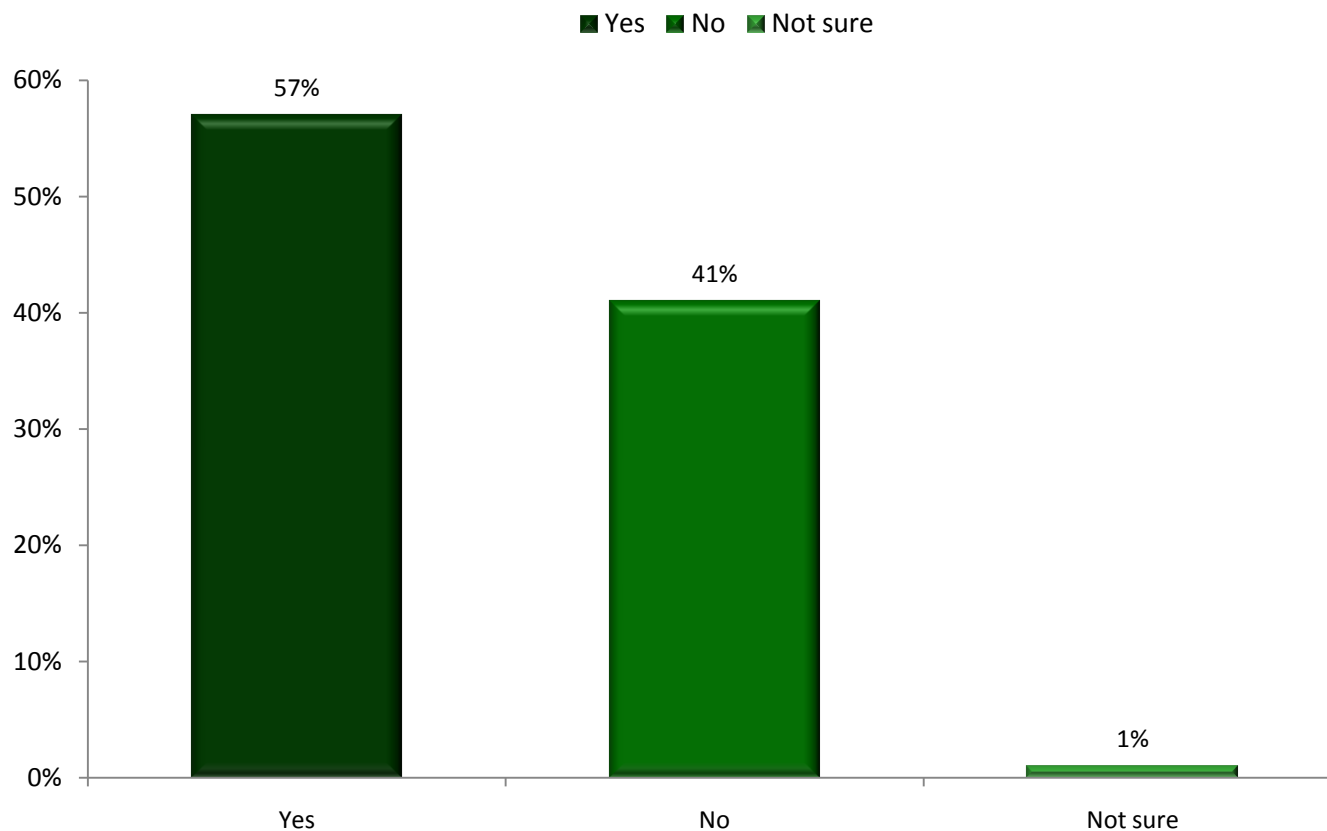
*Extended Retail roles • Hospitality • Kitchen Porter • Hotel Porter • Hotel Receptionist • Waitress • Roadcast Engineer • Technician • Prop maker • Assistant • Information Technician • Leisure Centre Assistant • Consultant • Department Visual Merchandiser • Wedding Gift Advisor • Manager • Supply Chain and Distribution roles • Kitchen Porter • Hotel Porter • Hotel Receptionist • Technical • Assistant • Photographer • Sound Engineer • Theatre Technician • Student Support Officer • Finance Assistant • Accounts Manager*



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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)

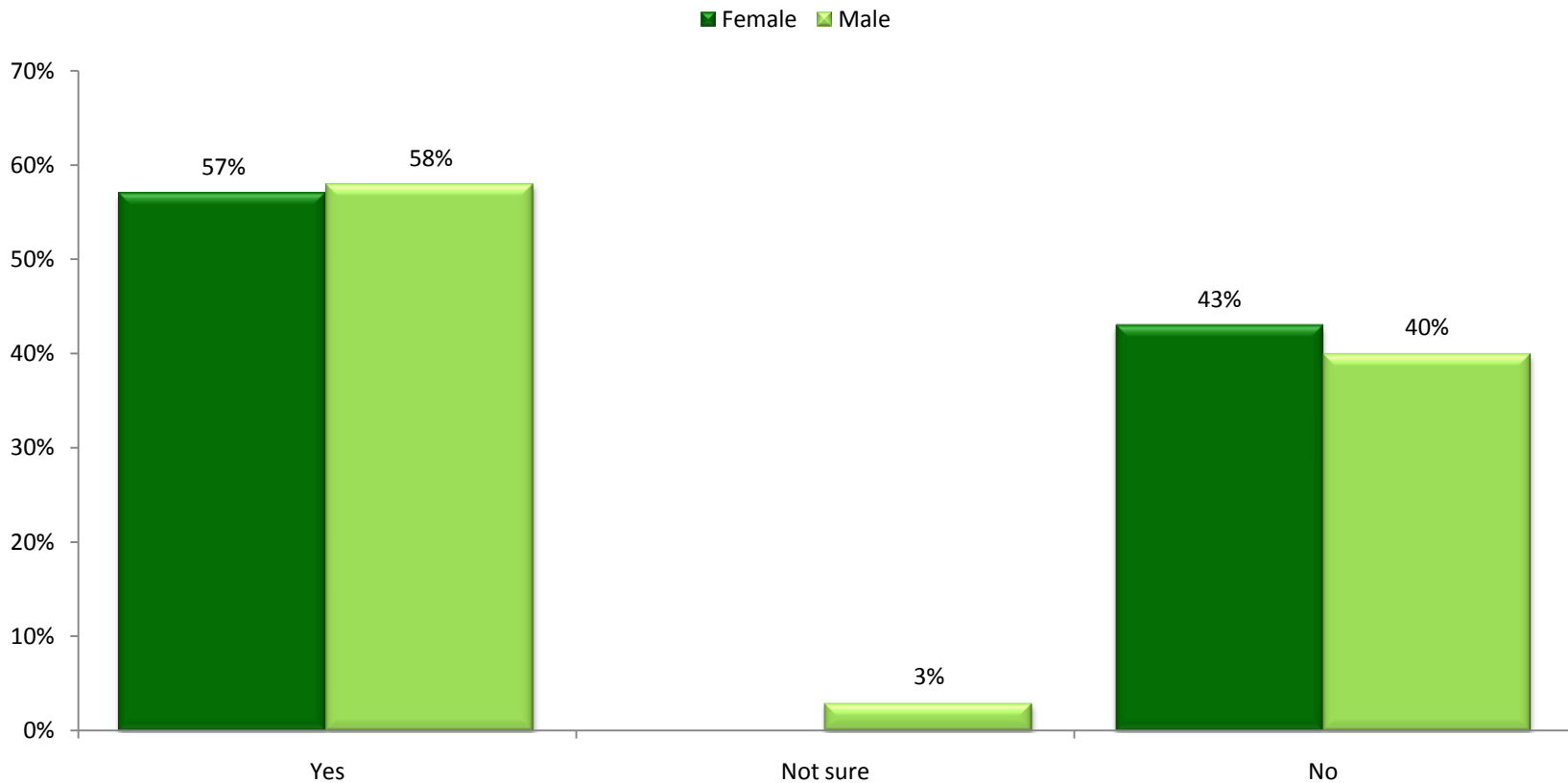


*Did you notice any advertising in the toilets in this centre?*

Base: 82

# Campaign Awareness : by gender

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

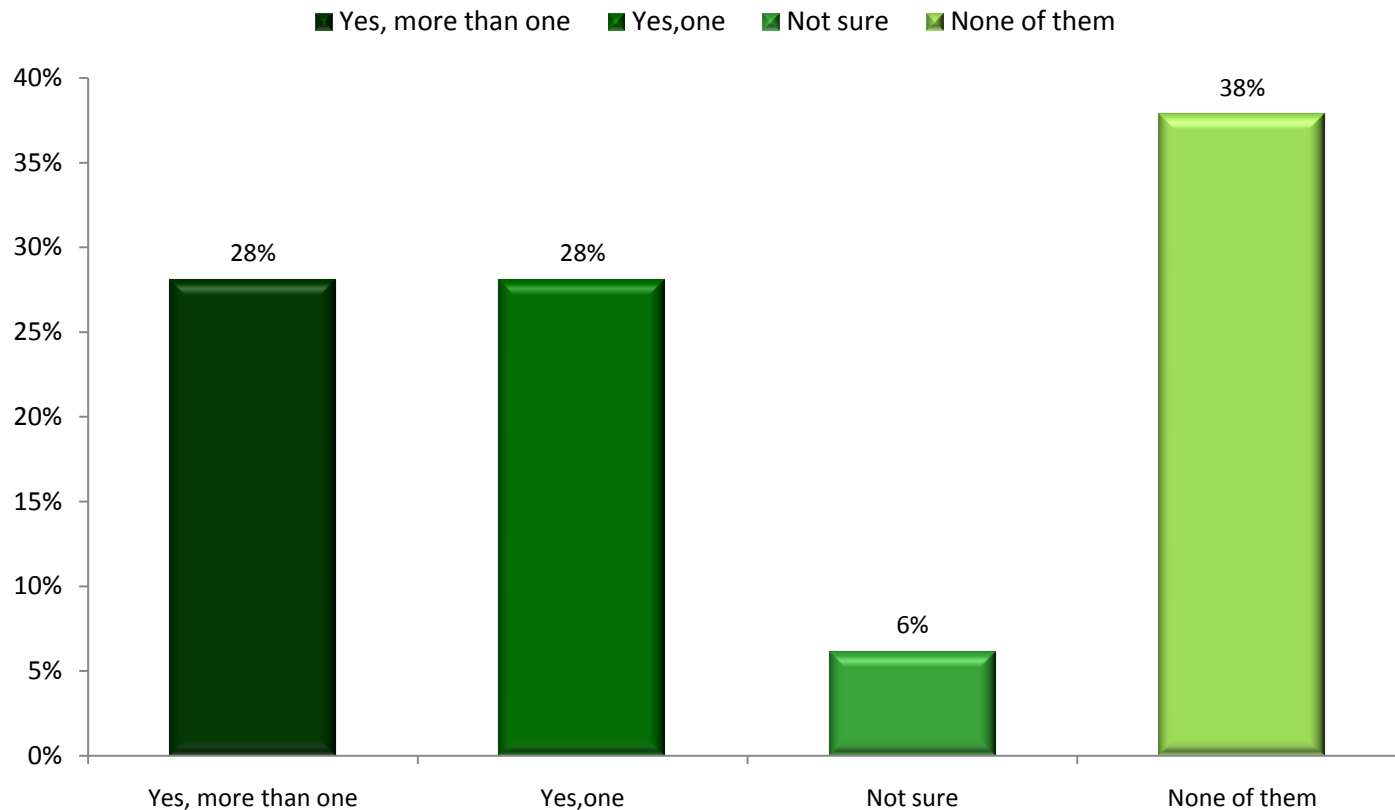


*Did you notice any advertising in the toilets in this centre?*

*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)

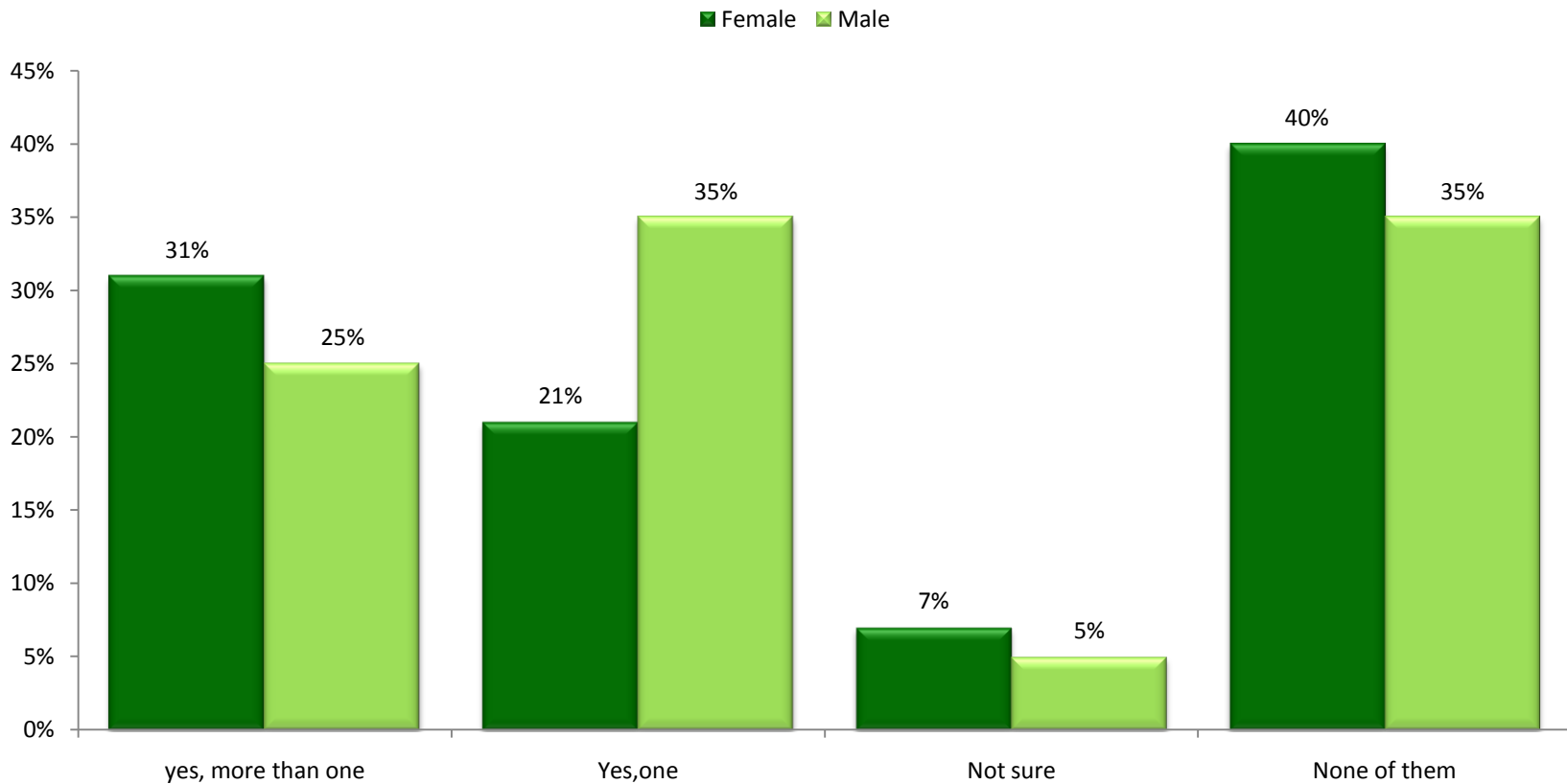


*Did you notice any of these posters in the toilets?*

Base: 82

# Strong recall of posters : by gender

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



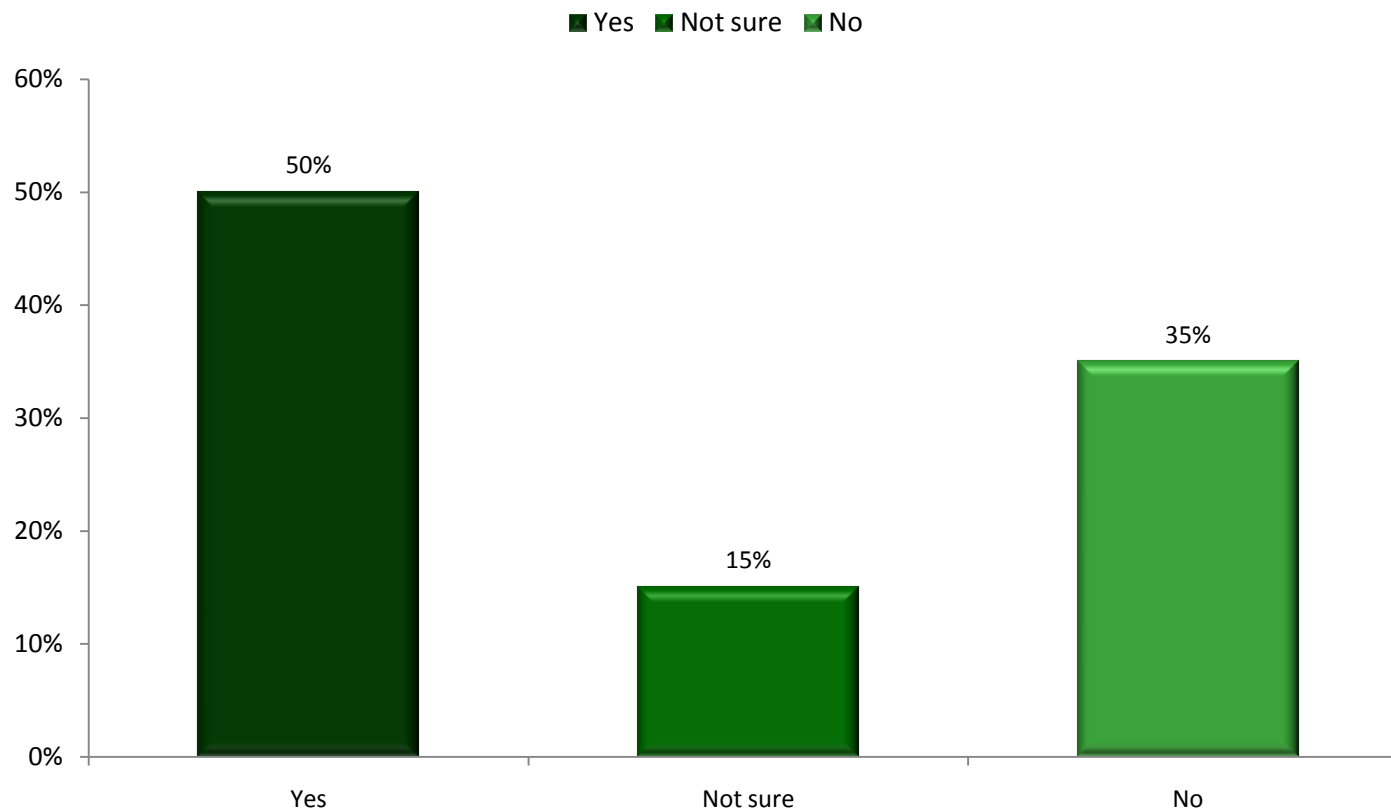
*Did you notice any of these posters in the toilets?*

*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