

# NETWORK DRIVE CAMPAIGN RESEARCH

REPORTING

PREPARED FOR :



# CONTENTS

## QUANTITATIVE RESEARCH:

- **SURVEY BACKGROUND & SAMPLE PROFILES**
- **BRAND METRICS**
- **THE RADIO CAMPAIGN**

## QUALITATIVE RESEARCH:

- **SURVEY BACKGROUND**
- **KEY FINDINGS**

## SUMMARY



**QUANTITATIVE RESEARCH:**

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- BRAND METRICS

- THE RADIO CAMPAIGN

**QUALITATIVE RESEARCH:**

- SURVEY BACKGROUND

- KEY FINDINGS

**SUMMARY**

# BACKGROUND

- Client X have run a radio campaign on Network Drive.
- The campaign is being evaluated by means of a two stage survey:

Stage 1 fieldwork	Fri 27 – Tue 31 December 2013
Network Drive campaign	Sun 5 – Wed 22 January 2014
Stage 2 fieldwork	Wed 22 – Sat 25 January 2014

- Face to face, in-street interviews (by IQCS accredited interviewers) have been undertaken in Southampton, London, Birmingham, Manchester and Newcastle amongst home and car owners aged between 25 and 54.

The samples have been split by radio listening to give 'advertised' and 'control' samples. Listeners are those who listen to a station carrying Network Drive at least 'several days a week'. Non-listeners do not listen to any Network Drive stations at all.

	Listeners	Non-listeners
<b><u>Target:</u></b>	<b><u>200</u></b>	<b><u>100</u></b>
<b>Achieved:</b> Stage 1	206	103
Stage 2	201	105

- Across each independent sample, outline quotas have been set by area, sex, age and socio-economic grade.

# SAMPLE PROFILE - 1

		<b>LISTENERS</b>		<b>NON-LISTENERS</b>	
		<b>206</b>	<b>201</b>	<b>103</b>	<b>105</b>
		(%)	(%)	(%)	(%)
<b>GENDER</b>					
	<b>Male</b>	<b>47</b>	<b>47</b>	<b>49</b>	<b>46</b>
	<b>Female</b>	<b>53</b>	<b>53</b>	<b>51</b>	<b>54</b>
<b>AGE</b>					
	<b>25-34</b>	<b>31</b>	<b>29</b>	<b>31</b>	<b>30</b>
	<b>35-44</b>	<b>32</b>	<b>33</b>	<b>31</b>	<b>35</b>
	<b>45-54</b>	<b>37</b>	<b>38</b>	<b>37</b>	<b>36</b>
<b>S.E.G.</b>					
	<b>ABC1</b>	<b>60</b>	<b>62</b>	<b>59</b>	<b>60</b>
	<b>C2DE</b>	<b>40</b>	<b>38</b>	<b>41</b>	<b>40</b>
<b>AREA</b>					
	<b>Southampton</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>15</b>
	<b>London</b>	<b>27</b>	<b>28</b>	<b>25</b>	<b>26</b>
	<b>Birmingham</b>	<b>15</b>	<b>15</b>	<b>16</b>	<b>16</b>
	<b>Manchester</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>28</b>
	<b>Newcastle</b>	<b>14</b>	<b>14</b>	<b>13</b>	<b>15</b>

# SAMPLE PROFILE - 2

	<b>LISTENERS</b>		<b>NON-LISTENERS</b>	
	<b>206</b>	<b>201</b>	<b>103</b>	<b>105</b>
	(%)	(%)	(%)	(%)
<b>NETWORK DRIVE STATION LISTENING FREQUENCY</b>				
Every/most days	87	85	n/a	n/a
Several days a week	13	15	n/a	n/a
<b>PRICE COMPARISON WEBSITE EVER USED</b>				
Tested Client	37	42	35	39
Aggregator 2	55	58	52	54
Aggregator 3	44	48	39	49
Aggregator 4	41	45	41	44



**QUANTITATIVE RESEARCH:**

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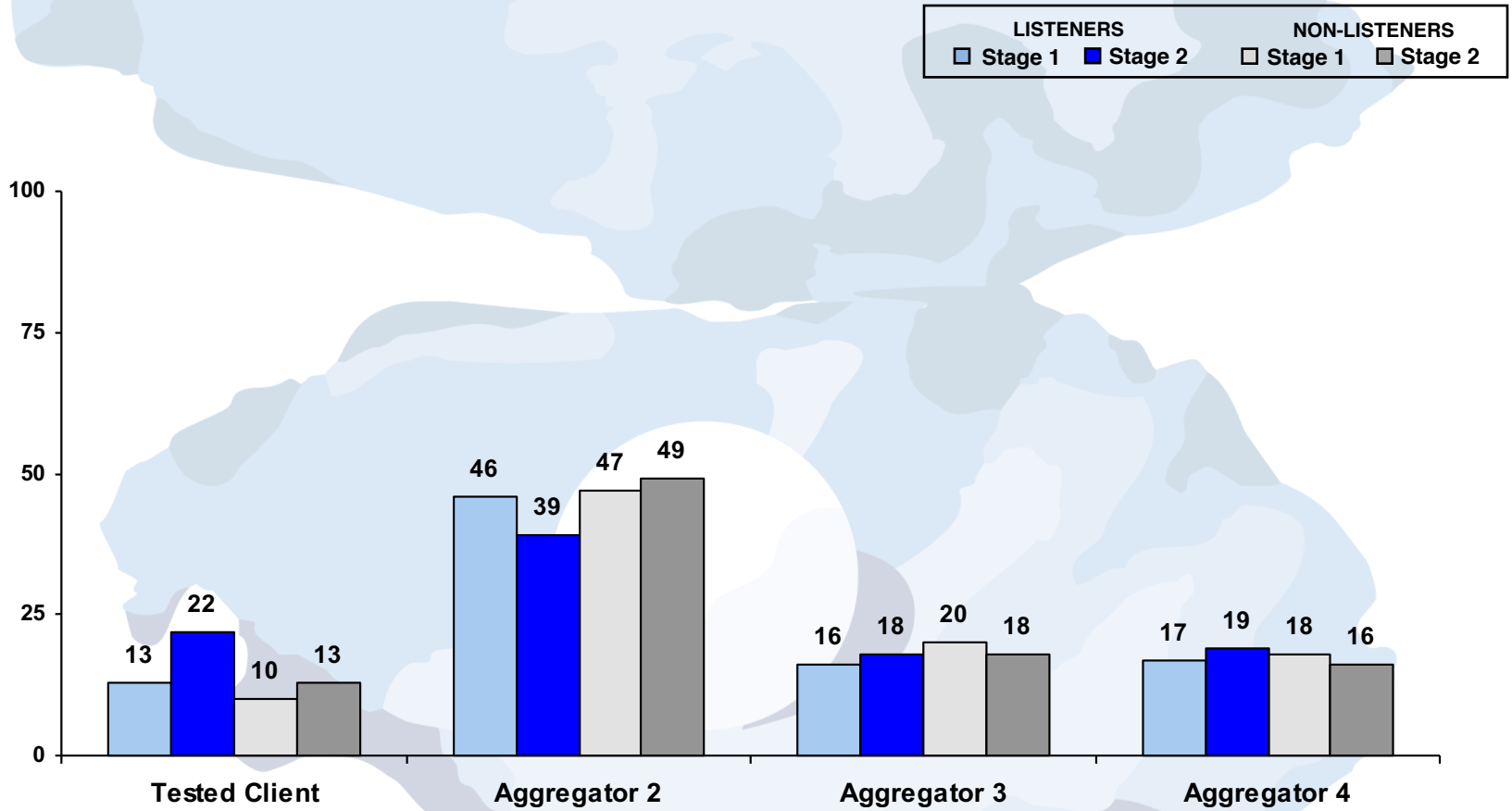
**QUALITATIVE RESEARCH:**

- SURVEY BACKGROUND
- KEY FINDINGS

**SUMMARY**

# PRICE COMPARISON WEBSITES AWARENESS, FIRST MENTION - SPONTANEOUS

Q3a Which price comparison websites have you heard of?

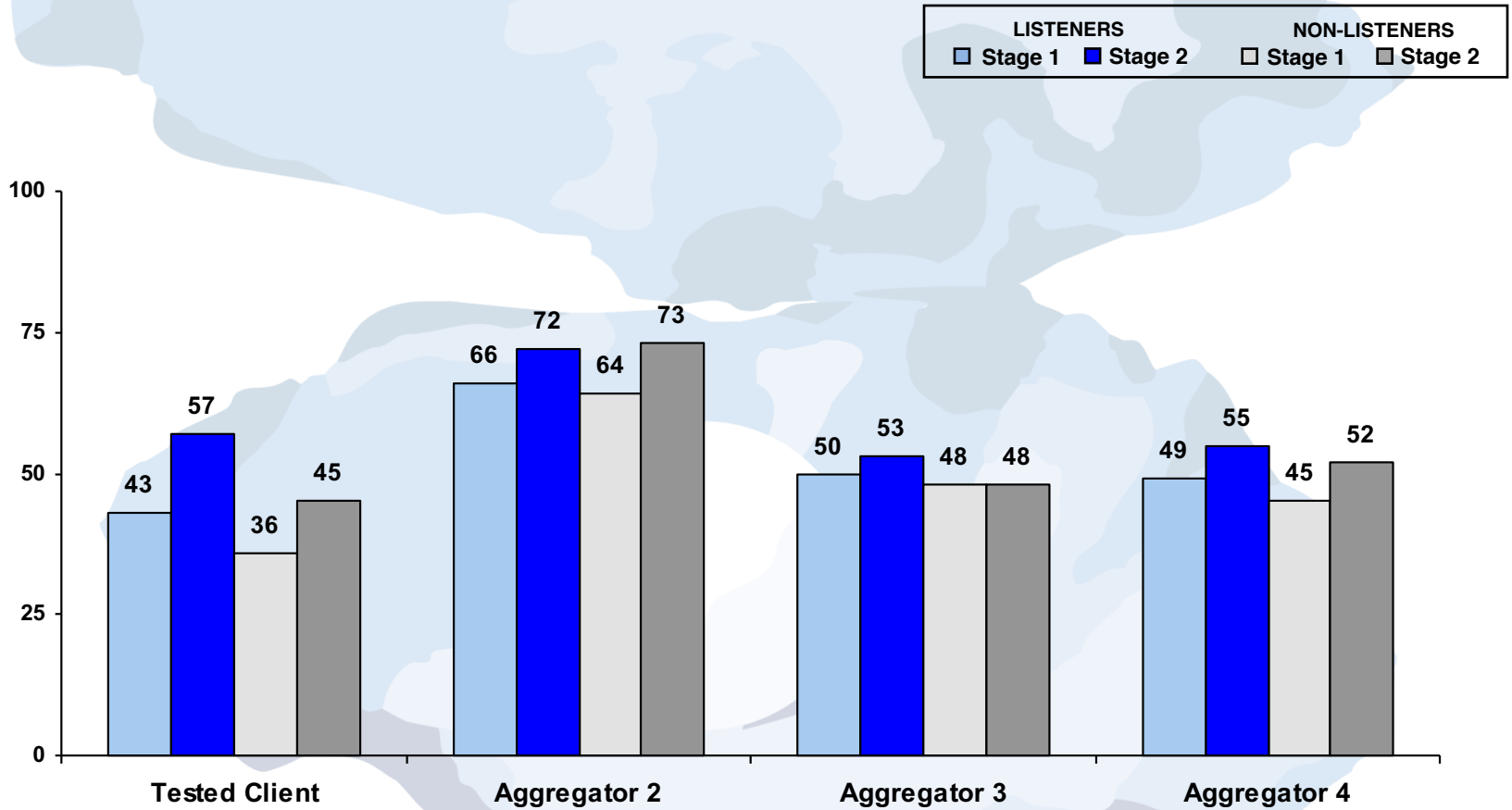


Base: All



# PRICE COMPARISON WEBSITES AWARENESS, ALL MENTIONS - SPONTANEOUS

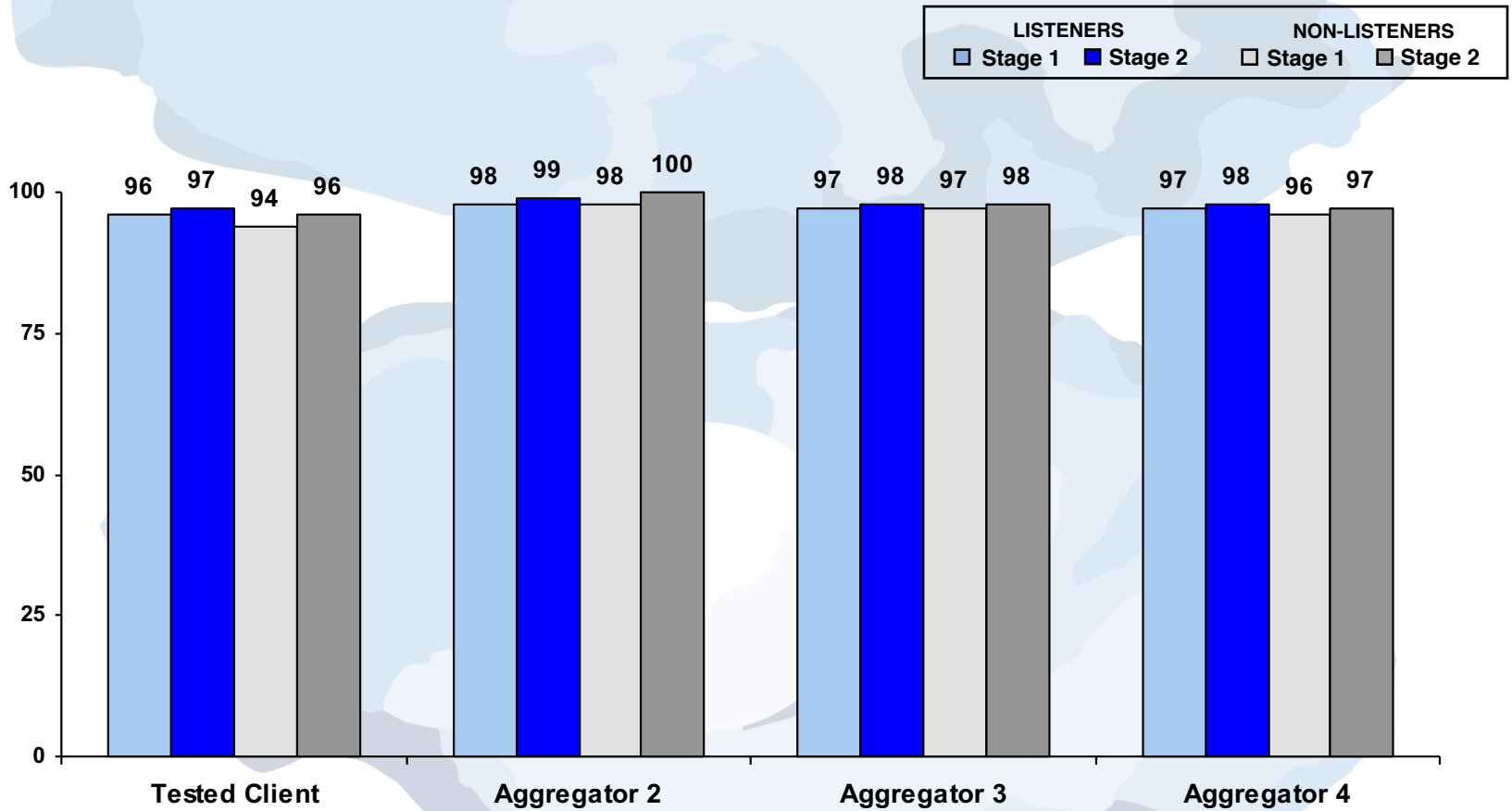
Q3b Which price comparison websites have you heard of? Which others?



Base: All

# PRICE COMPARISON WEBSITES AWARENESS - PROMPTED

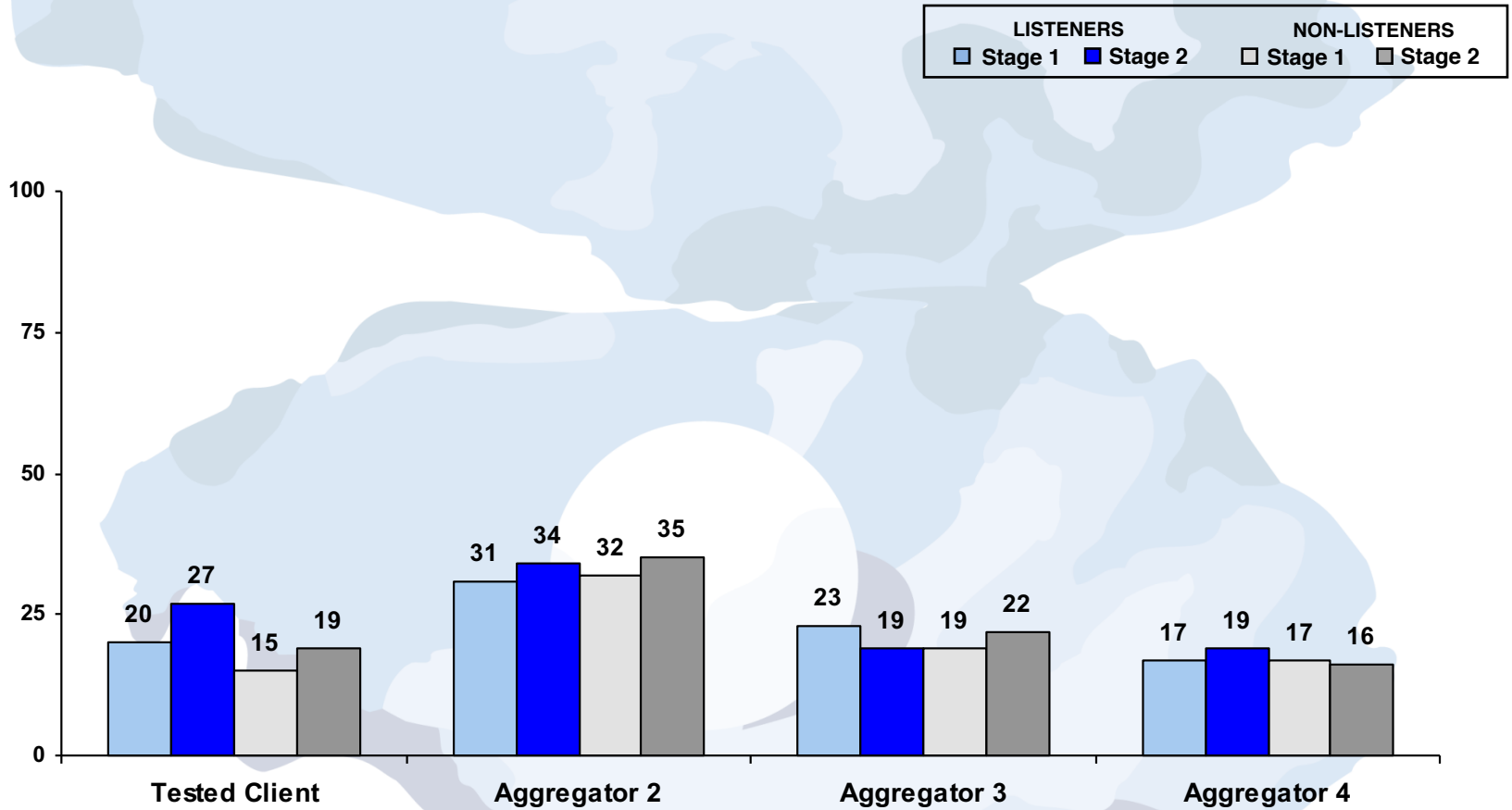
Q3c Which of these price comparison websites have you heard of?



Base: All

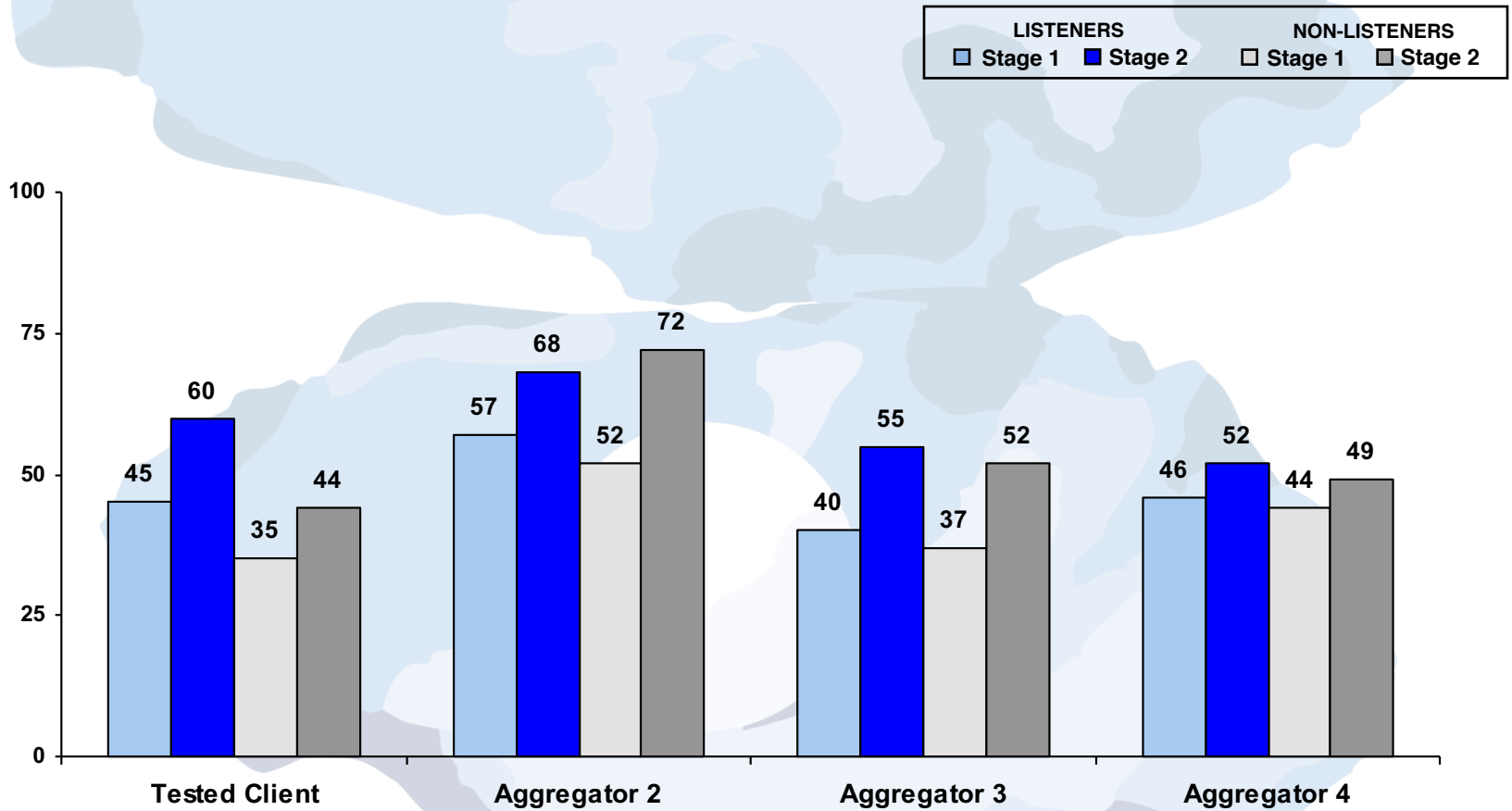
# PRICE COMPARISON WEBSITES LIKELIHOOD TO USE - PROMPTED

Q3d If you were using a price comparison website today, which would you be most likely to use?



# PRICE COMPARISON WEBSITES ADVERTISING AWARENESS - PROMPTED

Q4 Have you seen or heard any advertising for any of these price comparison websites?

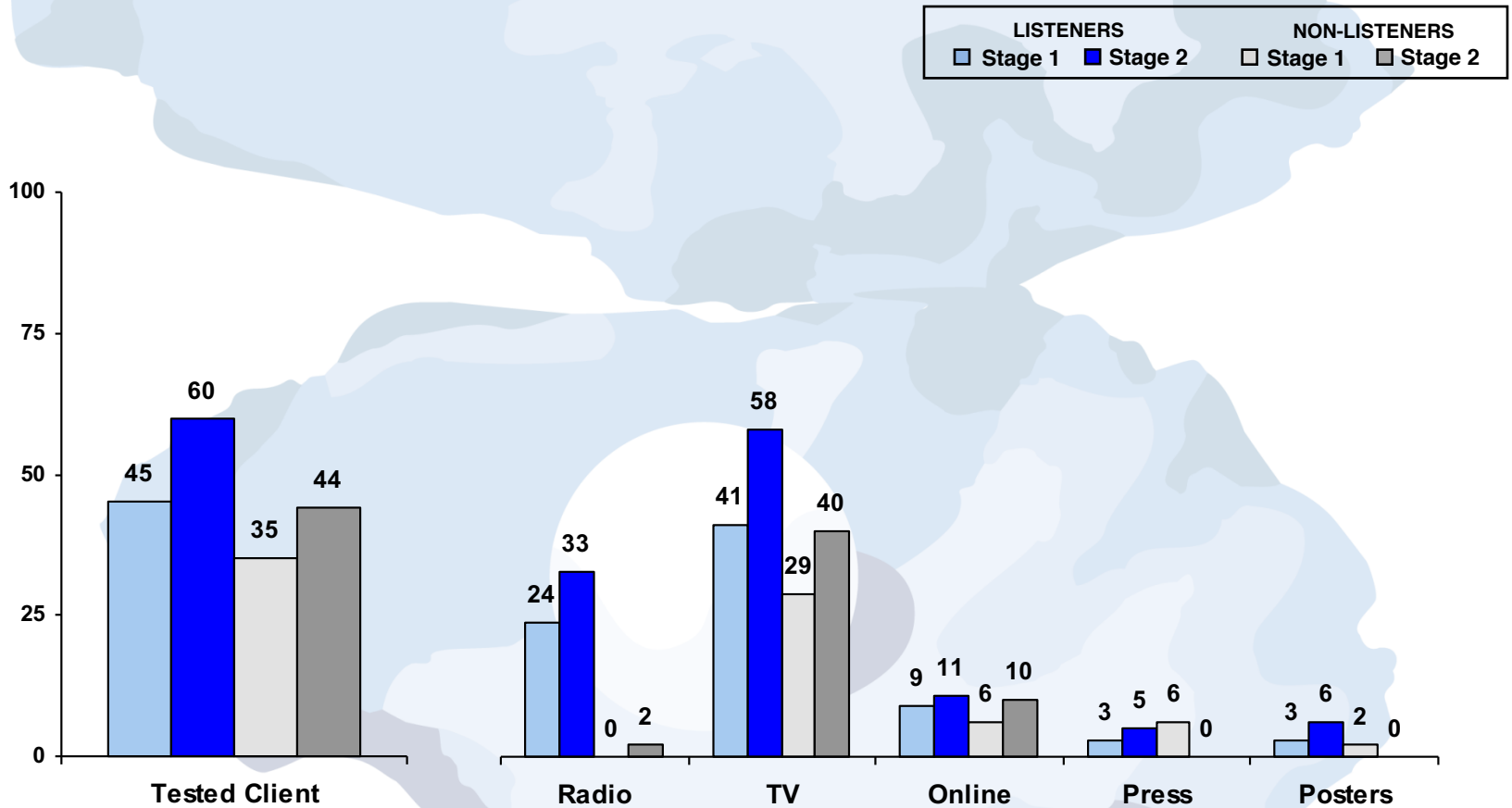


Base: All

# ADVERTISING AWARENESS & MEDIA ATTRIBUTION - PROMPTED

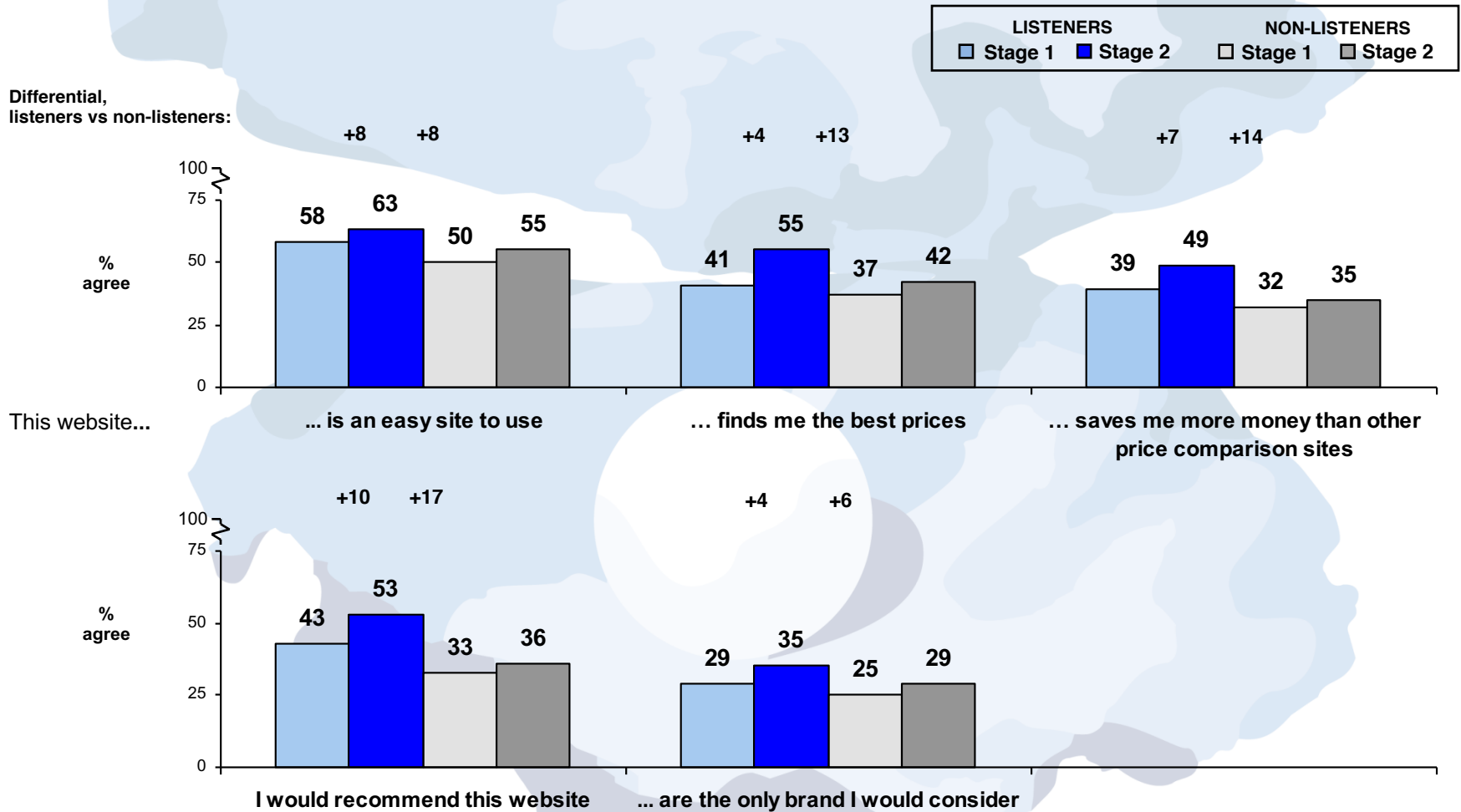
**Q4** Have you seen or heard any advertising for any of these price comparison websites?

**Q5** Can you tell me where you've seen or heard the advertising for this particular client?



# ATTITUDES & OPINIONS

**Q7** Here are some things other people have mentioned about this tested aggregator.  
To what extent do you agree or disagree with each one?  
(It doesn't matter how much you know about the brand, it's just your impressions we are after.)



Base: All



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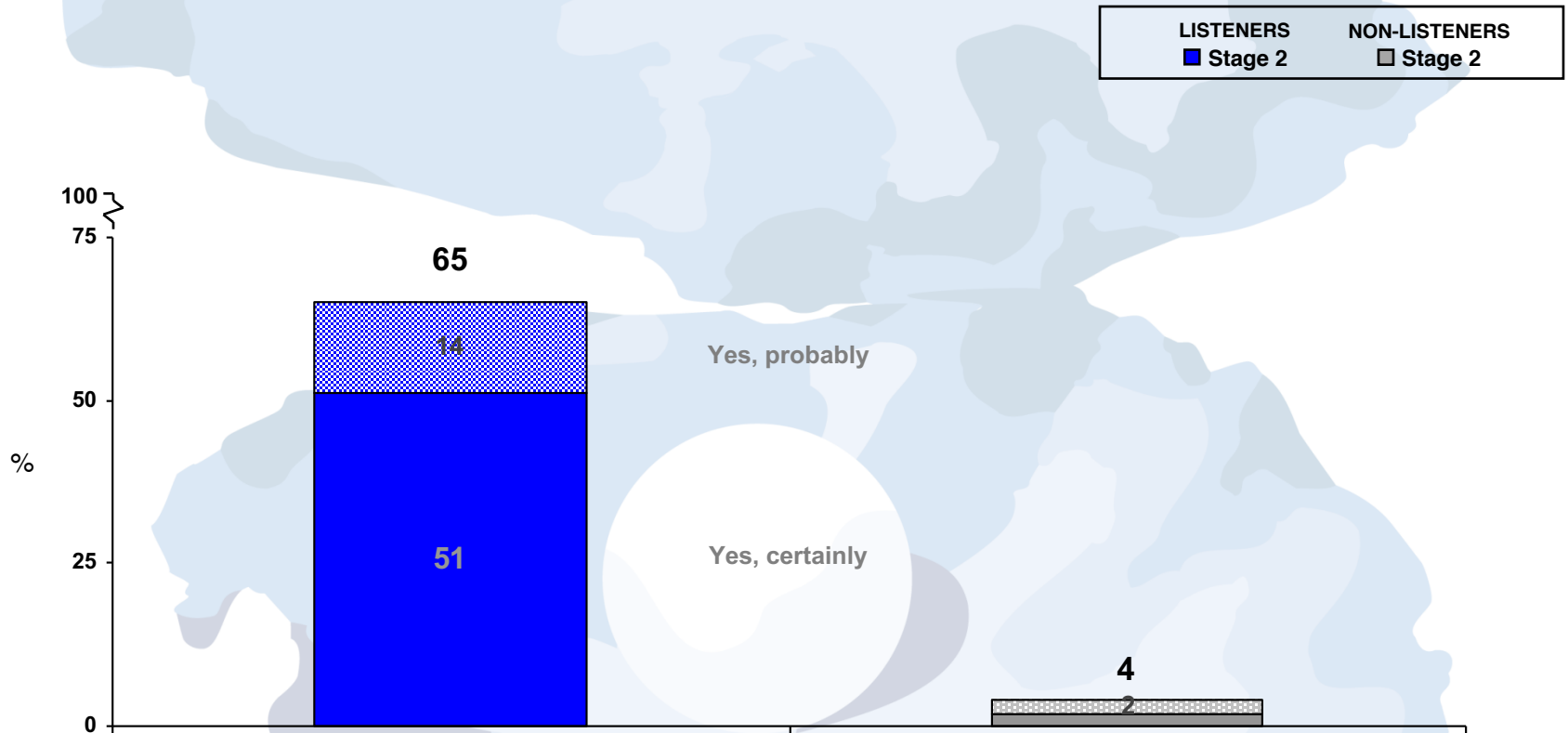
QUALITATIVE RESEARCH

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**SUMMARY**

# NETWORK DRIVE CAMPAIGN RECOGNITION

Q8a Have you heard this radio advertising recently?



Base: All Stage 2

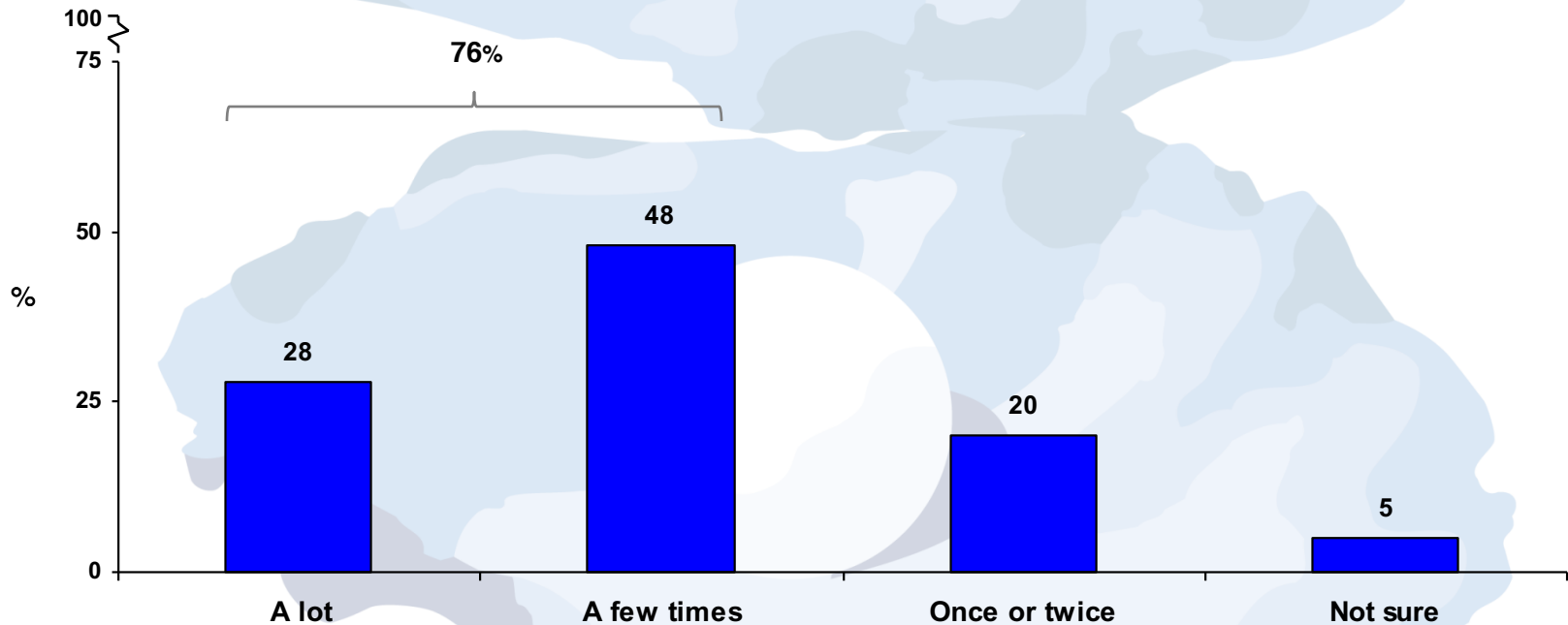


# NETWORK DRIVE CAMPAIGN FREQUENCY OF HEARING

Q8b Have you heard much of this radio advertising recently?

LISTENERS  
■ Stage 2

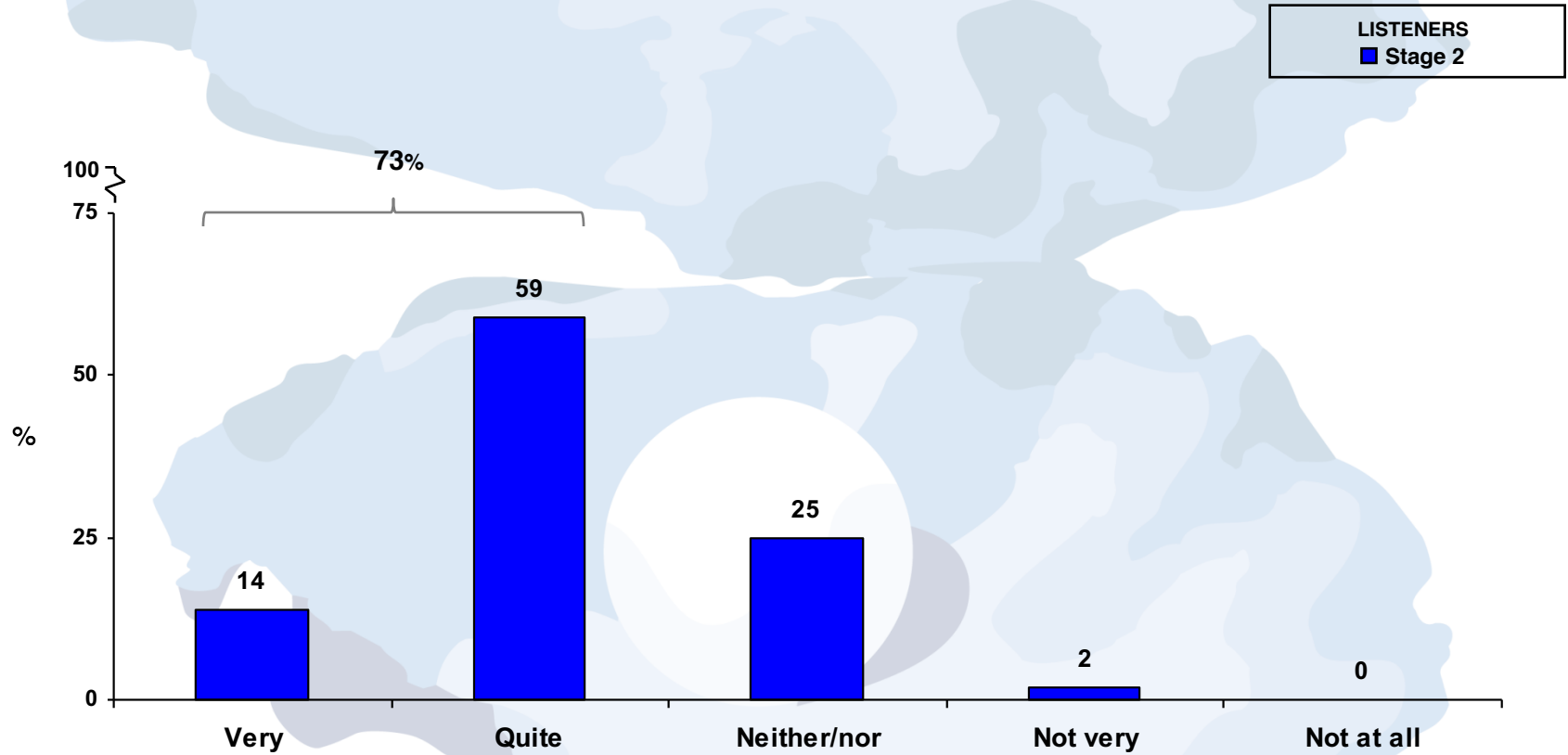
65% OF LISTENERS RECOGNISE HEARING THIS RADIO ADVERTISING



Base: All Stage 2 listeners who recognise hearing this Network Drive campaign

# NETWORK DRIVE CAMPAIGN APPROPRIATENESS

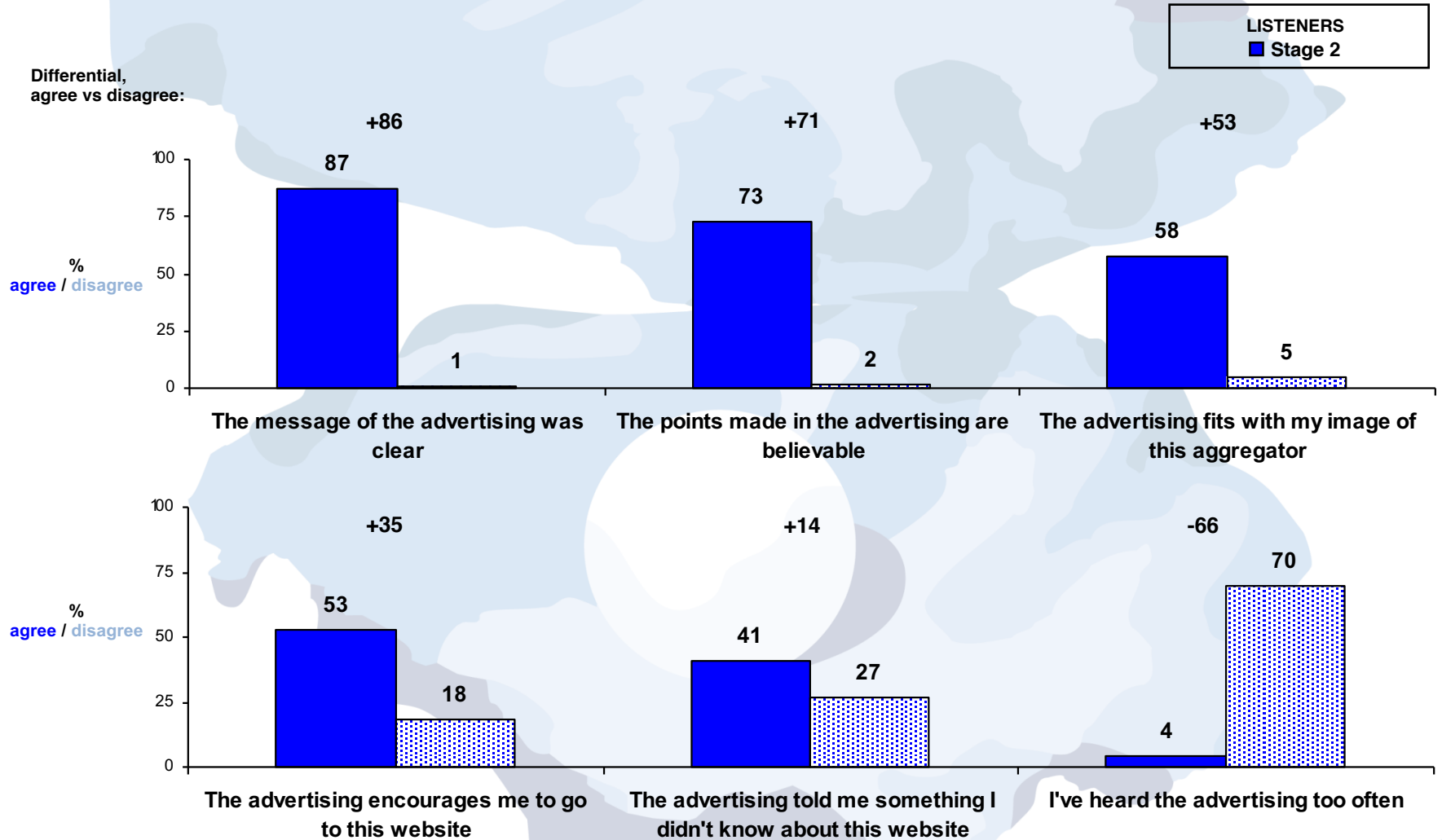
**Q9** This advertising goes out during the Traffic & Travel news.  
How appropriate is this advertising in the Traffic & Travel bulletins?



Base: All Stage 2 listeners

# NETWORK DRIVE CAMPAIGN ATTITUDES & OPINIONS

**Q10** I am going to read out a few things other people have mentioned about this radio advertising. Please tell me the extent to which you agree or disagree.



Base: All Stage 2 listeners

# KEY MEASURES - COMPARISONS (AIRTIME)

	Tested Client	Average across 50 Clark Chapman * radio advertising surveys
<b>Duration (weeks)</b>	2.5	6
<b>Advertising awareness: radio</b>	33	14
<b>Radio advertising recognition (certain/probable)</b>	65	44
<b>Frequency of hearing (a lot / a few times)</b>	76	54
<b>Amongst all recognise radio campaign</b>		
<b>Appropriateness - very / fairly</b>	73	77
<b>The radio campaign...</b>		
...messages are clear	87	76
...encourages/more likely to consider/buy	53	47
...told me something new	41	69

\* Includes: Philips, Jack Daniels, Cussons, NatWest, Halifax, Autoglass, McDonalds, Philadelphia, Strongbow, Robinsons, British Gas, Norwich Union, BP, Time Talk, British Airways, AA, Fanta, Heinz, Peugeot, Mr Muscle, Cheerios, Muller, Sky, Vodafone, Audi, Skittles, COI, Focus Dailies, Wilkinson Sword, The Sun, The Car People, Regaine, Arm & Hammer, etc.

**THANK YOU**

clark chapman  
advertising and media research

