

NETWORK DRIVE CAMPAIGN RESEARCH

REPORTING

PREPARED FOR :



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

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

SUMMARY



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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
<u>Target:</u>	<u>200</u>	<u>100</u>
Achieved: 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

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

SAMPLE PROFILE - 2

	LISTENERS		NON-LISTENERS	
	206	201	103	105
	(%)	(%)	(%)	(%)
NETWORK DRIVE STATION LISTENING FREQUENCY				
Every/most days	87	85	n/a	n/a
Several days a week	13	15	n/a	n/a
PRICE COMPARISON WEBSITE EVER USED				
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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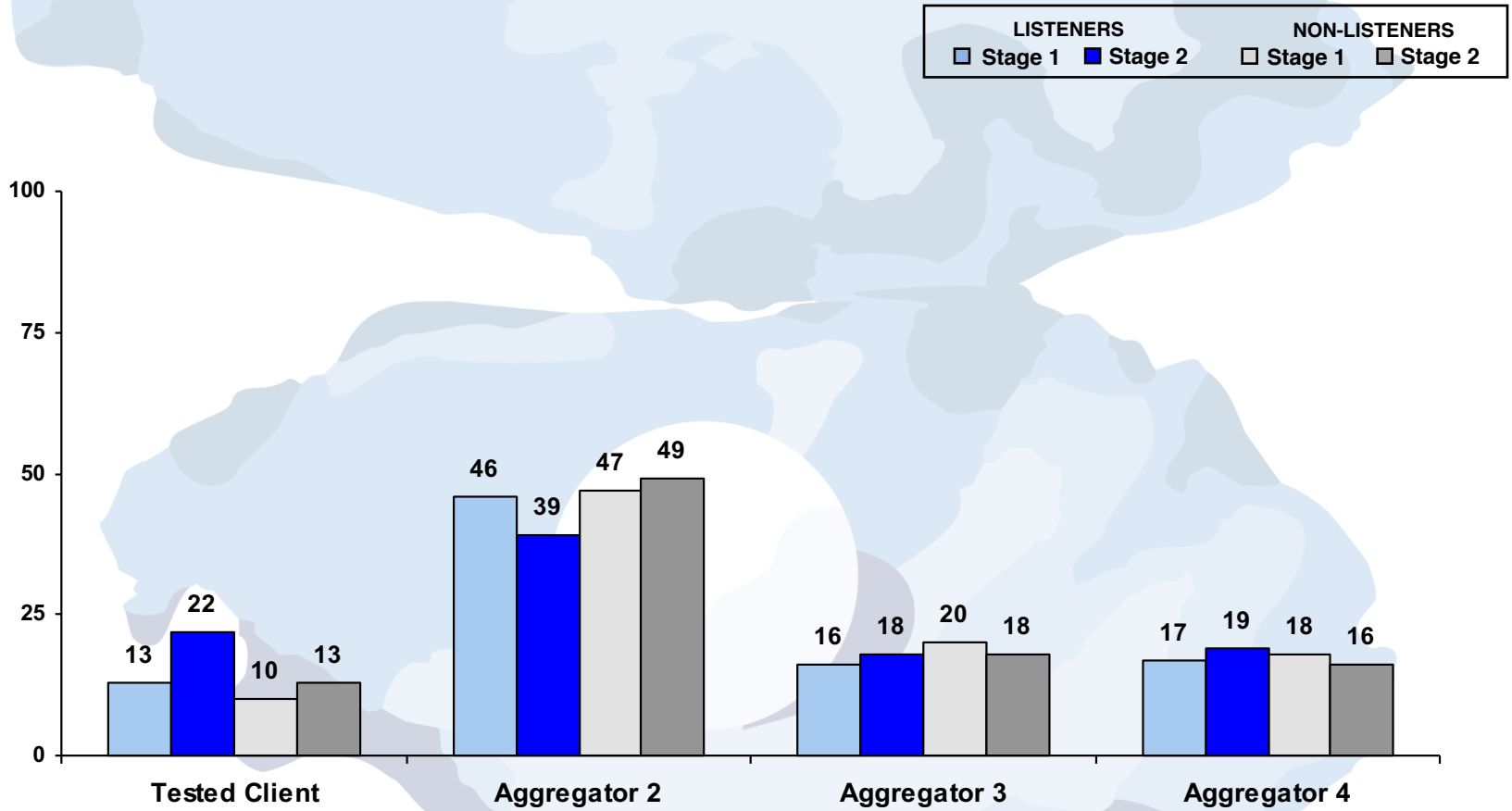
QUALITATIVE RESEARCH:

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PRICE COMPARISON WEBSITES AWARENESS, FIRST MENTION - SPONTANEOUS

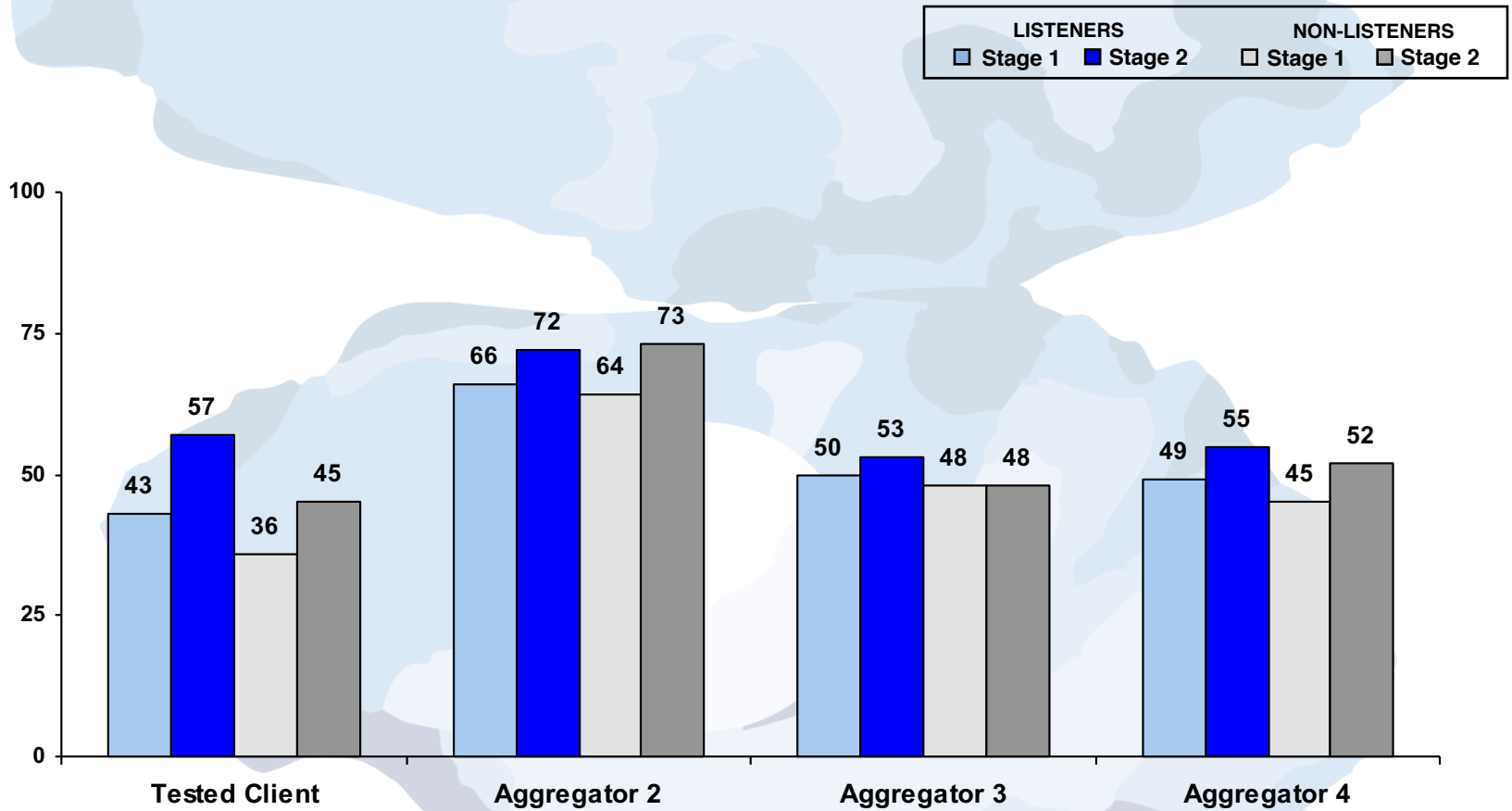
Q3a Which price comparison websites have you heard of?



Base: All

PRICE COMPARISON WEBSITES AWARENESS, ALL MENTIONS - SPONTANEOUS

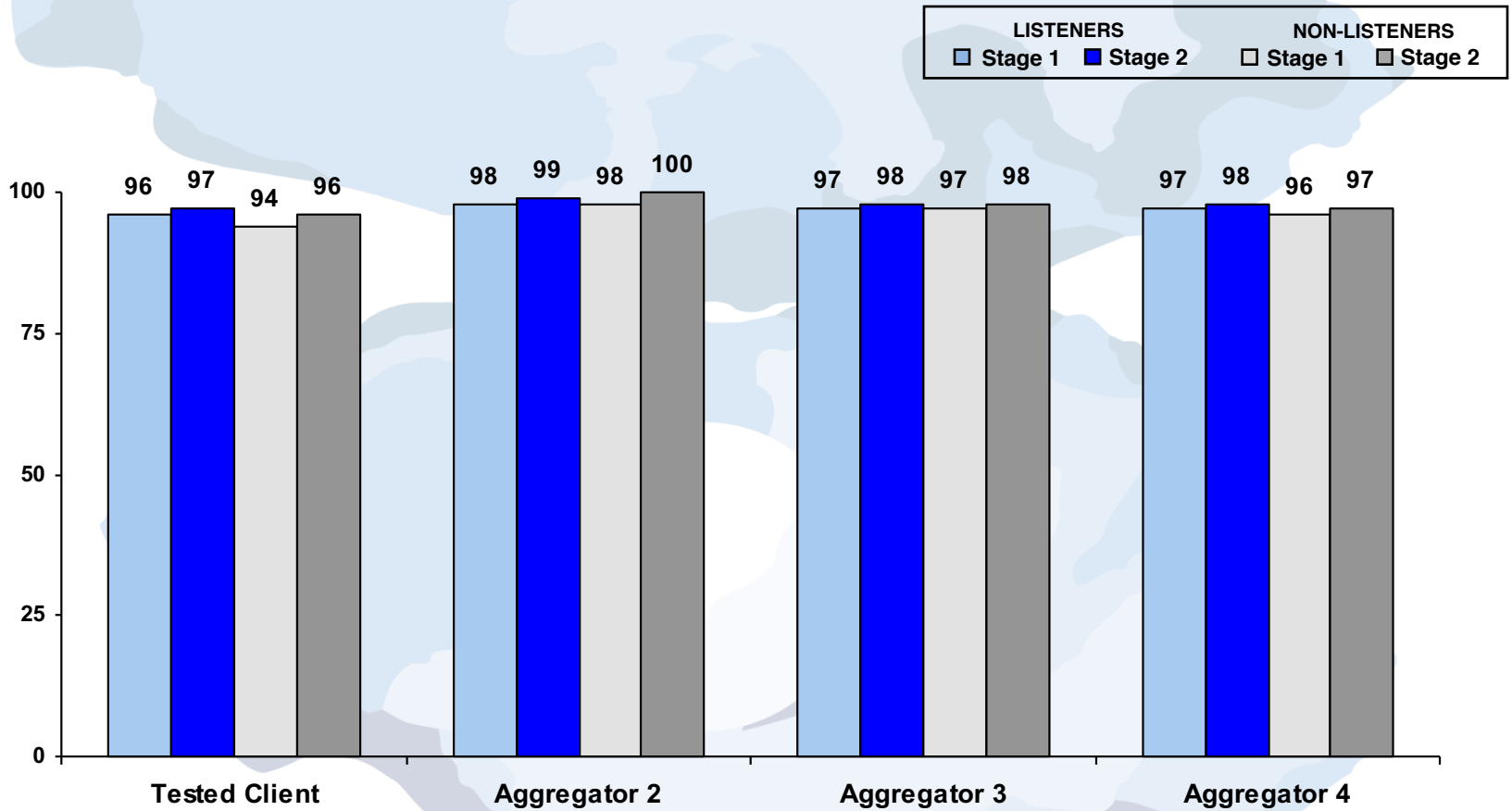
Q3b Which price comparison websites have you heard of? Which others?



Base: All

PRICE COMPARISON WEBSITES AWARENESS - PROMPTED

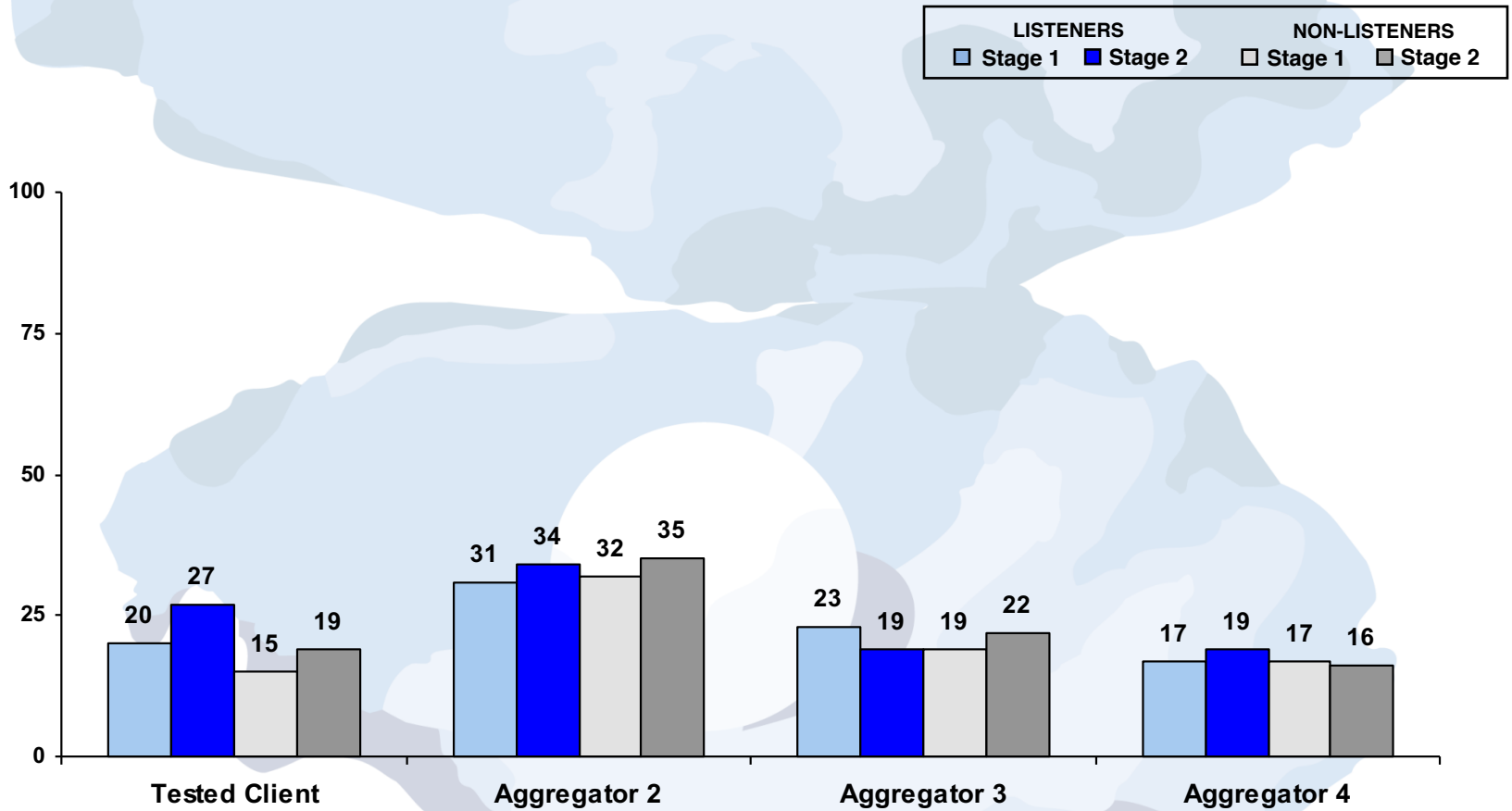
Q3c Which of these price comparison websites have you heard of?



Base: All

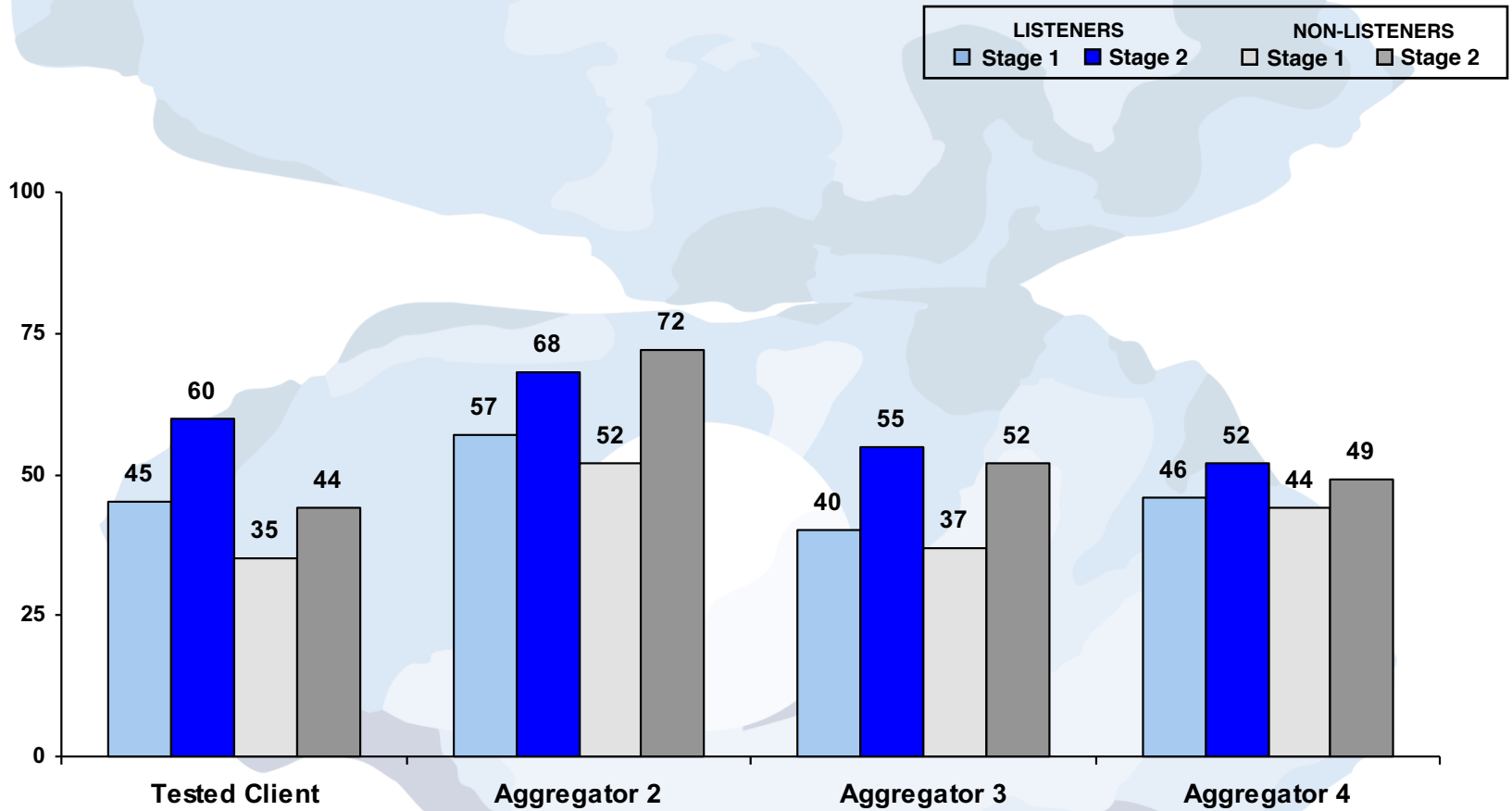
PRICE COMPARISON WEBSITES LIKELIHOOD TO USE - PROMPTED

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?

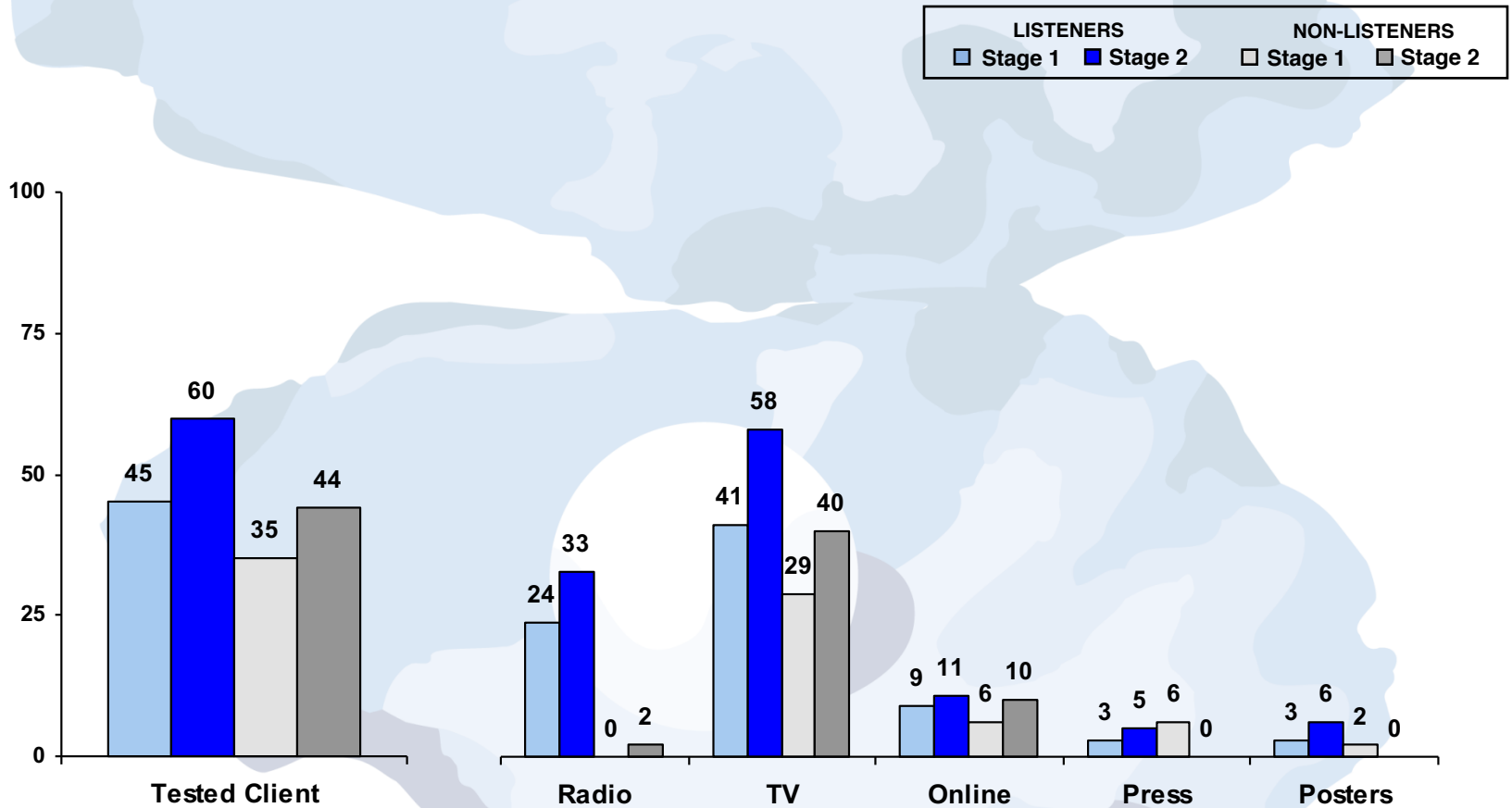


Base: All

ADVERTISING AWARENESS & MEDIA ATTRIBUTION - PROMPTED

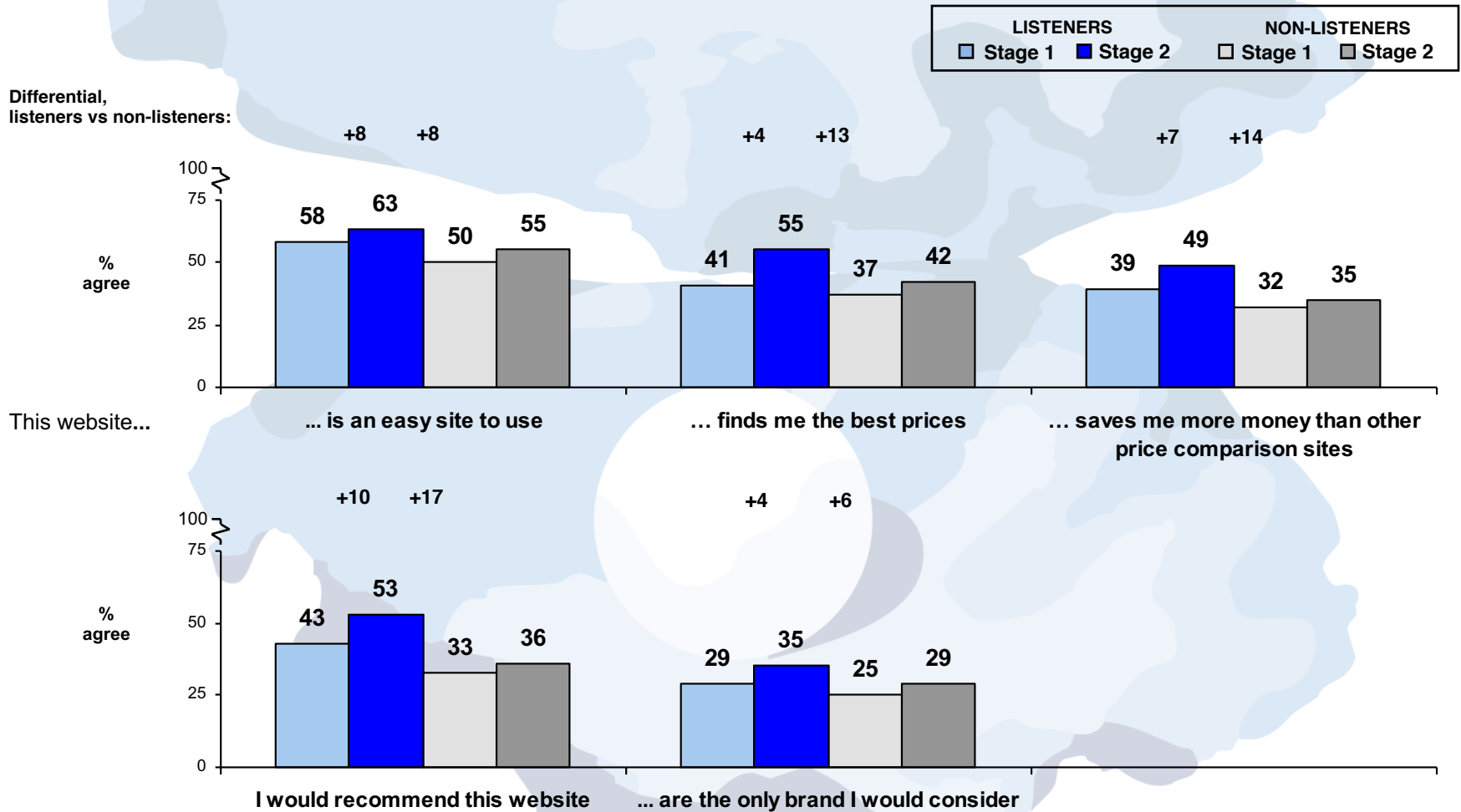
Q4 Have you seen or heard any advertising for any of these price comparison websites?

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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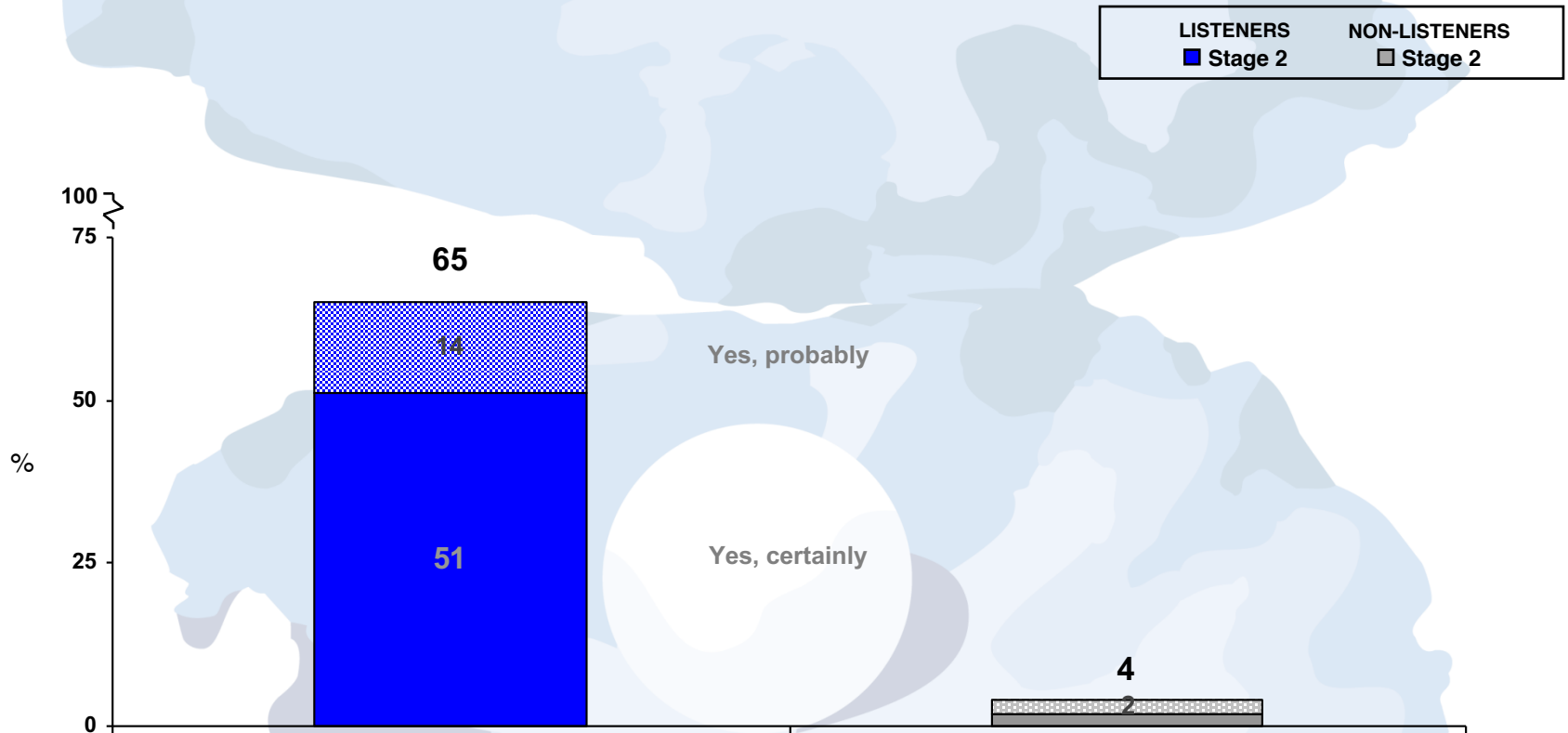
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NETWORK DRIVE CAMPAIGN RECOGNITION

Q8a Have you heard this radio advertising recently?



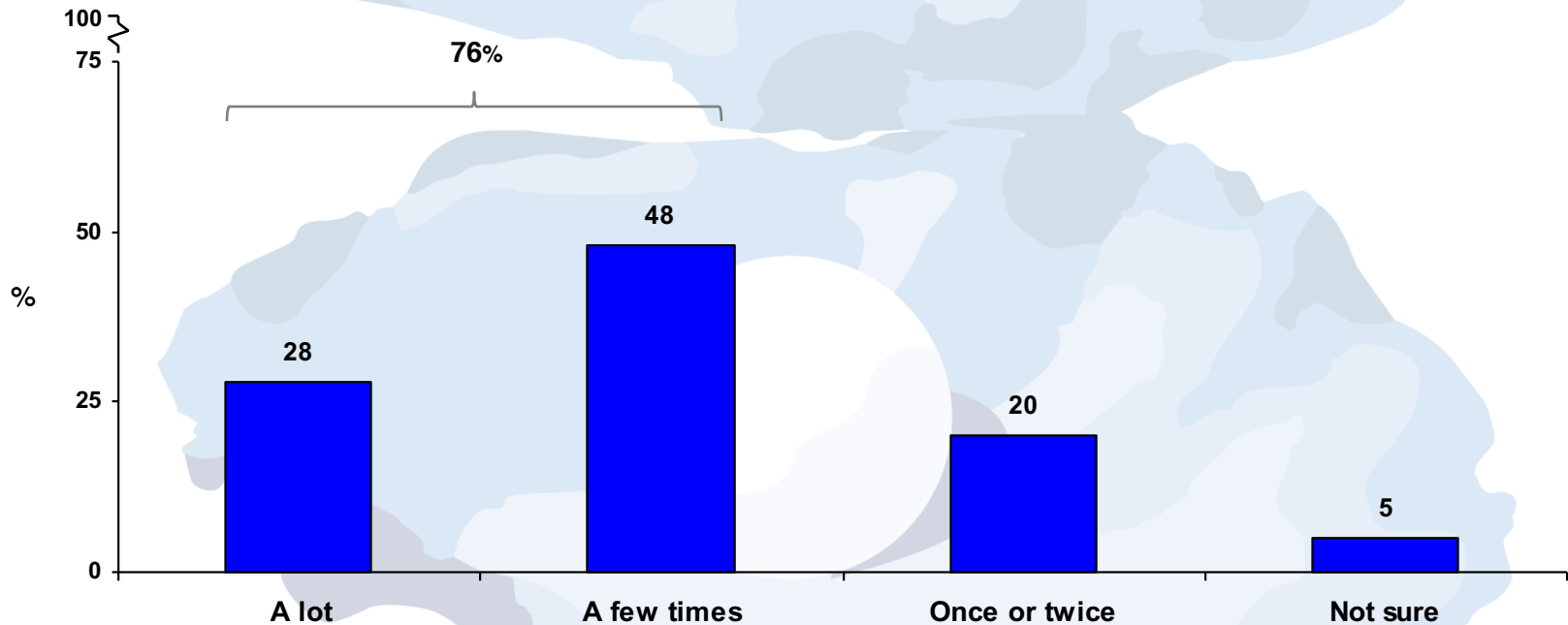
Base: All Stage 2

NETWORK DRIVE CAMPAIGN FREQUENCY OF HEARING

Q8b Have you heard much of this radio advertising recently?

LISTENERS
■ Stage 2

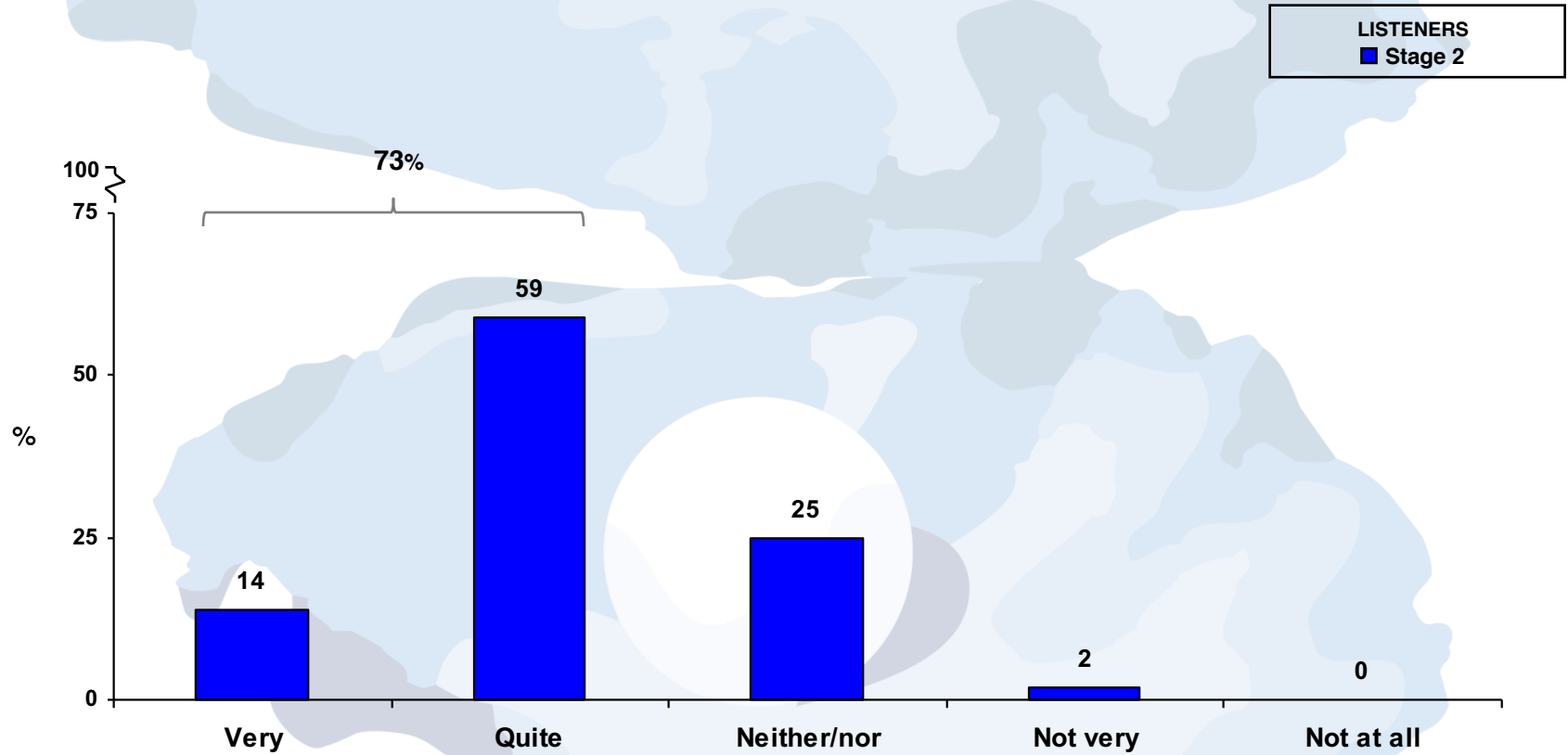
65% OF LISTENERS RECOGNISE HEARING THIS RADIO ADVERTISING



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

NETWORK DRIVE CAMPAIGN APPROPRIATENESS

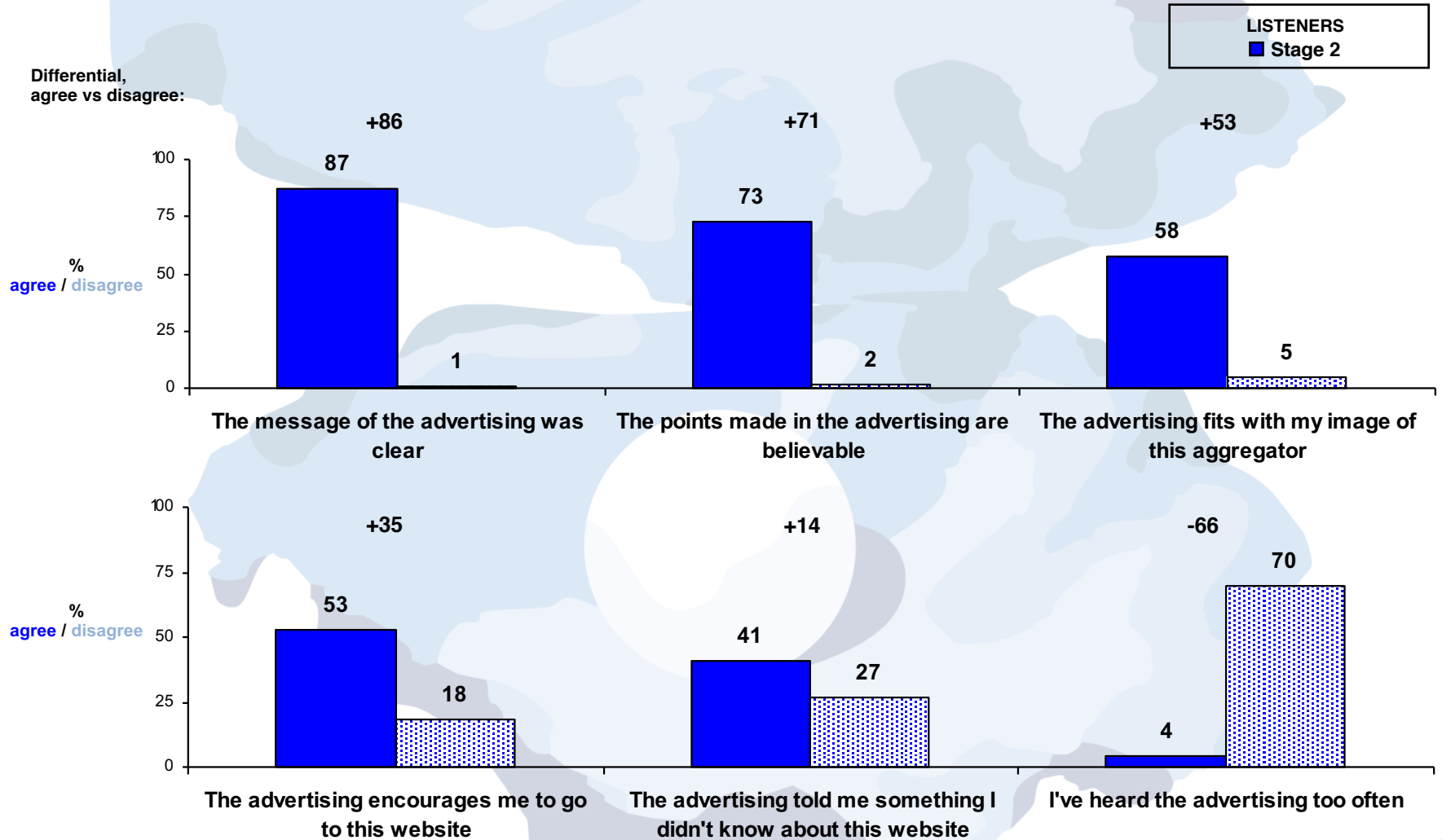
Q9 This advertising goes out during the Traffic & Travel news.
How appropriate is this advertising in the Traffic & Travel bulletins?



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
Duration (weeks)	2.5	6
Advertising awareness: radio	33	14
Radio advertising recognition (certain/probable)	65	44
Frequency of hearing (a lot / a few times)	76	54
Amongst all recognise radio campaign		
Appropriateness - very / fairly	73	77
The radio campaign...		
...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

