



Awareness and necessity of the campaign

RESEARCH REPORT

2012 may



Research organization

Research goal

To probe the awareness and necessity of the advertising campaign "Protect me, I'm small".

Method

Direct interview at the respondents home, using computer (CAPI – Computer Assisted Personal Interview).

Sample

15-74 aged inhabitants of Lithuania

Recruitment

Respondents were selected representatively: sampling is distributed geographically so that it's proportions would correspond with data from Lithuania's department of statistics.

Survey performed

2012 may 10 – 16

Client:

"Paramos vaikams centras"
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Executive:

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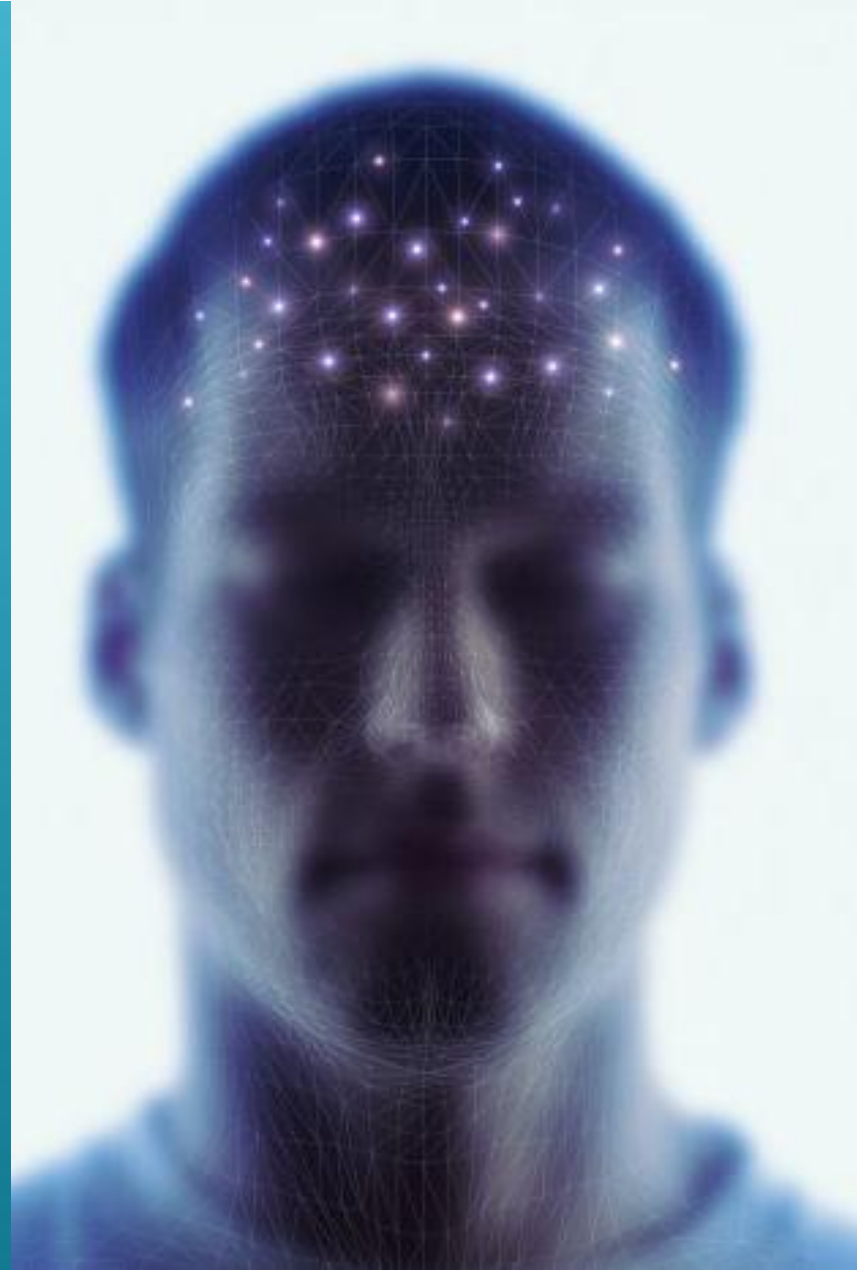
Report was prepared by:

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Dovilė Barauskaitė

Summary

- Considering the fact that the campaign is not a typical TV commercial and that without TV and radio, more niche informational channels were chosen, awareness of the campaign is high. 39% of inhabitants of Lithuania have seen or heard either promotional or informational material of the campaign. Also 14% of inhabitants claim that they have heard about this campaign, though they have not come across to promotional or informational material.
- The biggest part of audience was reached by radio advertisement. Overall, radio advertisement was heard by 22% of inhabitants.
- The promotional message was clear. 76% of all respondents at least partially understood the message correctly. Totally correctly the message was comprehended by 55% of all respondents.
- Inhabitants consider the campaign “Protect me, I’m small” to be necessary. 86% of respondents feel the need for this campaign.

Notice and perception of the advertisement



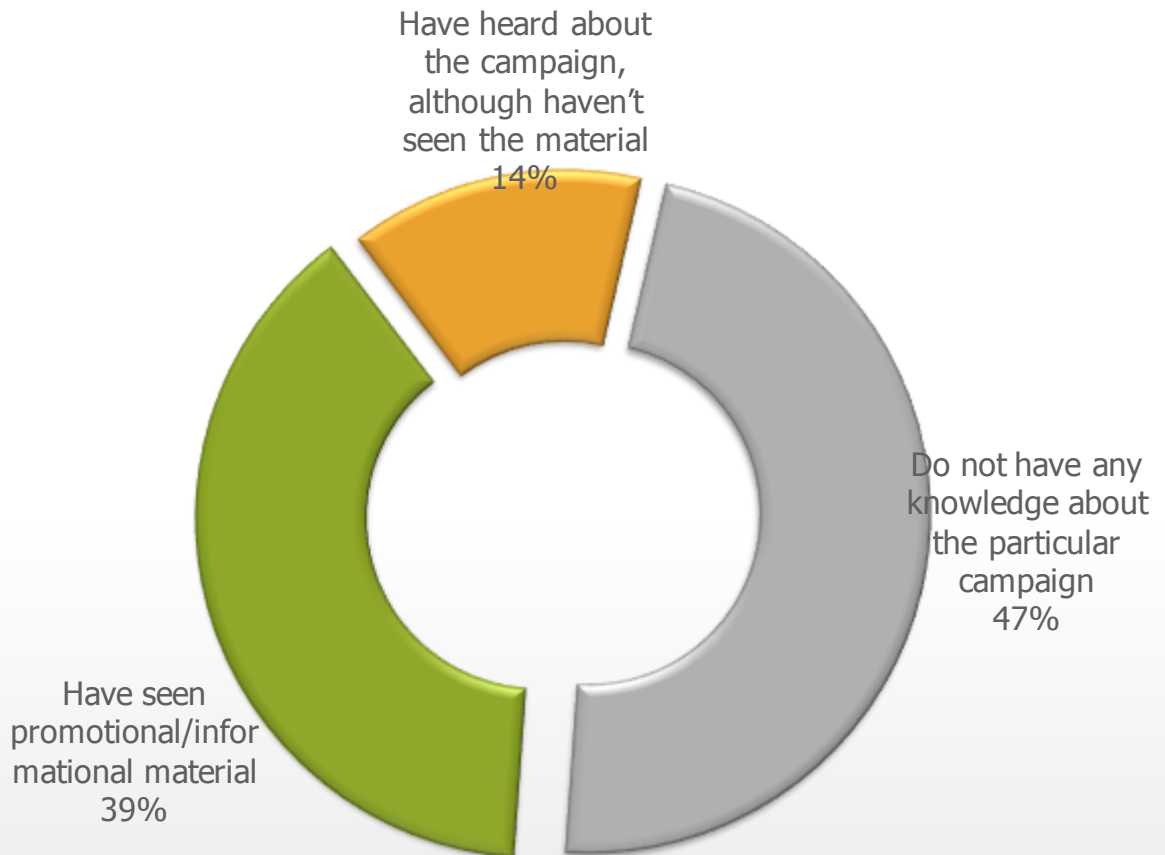
Awareness of the campaign

39% of Lithuania's inhabitants have seen or heard either promotional or informational material of the campaign. Also 14% of inhabitants claim that they have heard about this campaign, though they have not come across to promotional or informational material.

Mostly persons of 20-29 y.o. and families with children under 3 y.o. have seen the advertisement.

Women, persons of 40-49 y.o., respondents with higher education, employed and families with children over 3 y.o. more often claim that they have heard about this campaign, although particular promotional or informational material they haven't seen/heard.

Look at: sectional information in the appendix



Percentage is calculated from all respondents, N=503

Notice of the advertisement

The biggest party of audience was reached by the radio advertisement. 11% of respondents heard about this campaign only through this channel (unique channel attraction). Overall 22% of inhabitants have heard radio advertisement, yet a part of them came across to this information also in other ways.

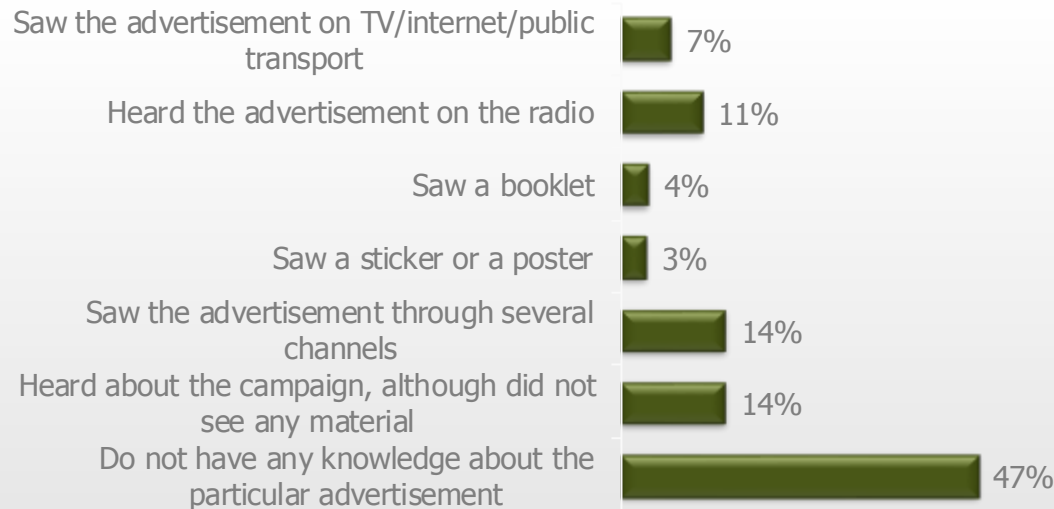
The commercial was seen by 16% of respondents. In general, this promotional alternative attracted 7% of unique viewers. Considering the fact that advertisement didn't have a wide grid in the television and more niche ways of reaching (public transport or internet) were used, the indicator is quite good.

The smallest part of audience was reached by booklets, posters and stickers.

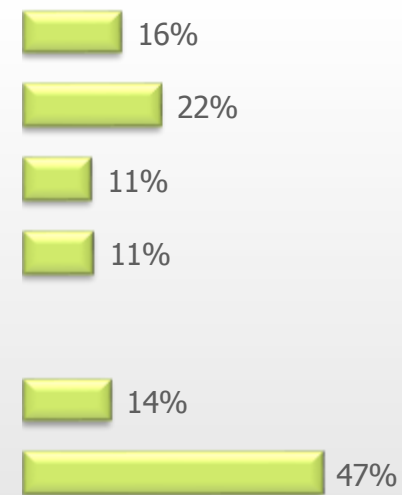
14% of respondents heard about the campaign from several sources. It is so called the synergetic effect of advertisement. Information that reached inhabitants from several channels is more certain and more memorable.

In the appendix the sectional information is presented.

Unique channel attraction



General channel attraction



Percentage is calculated from all respondents, N=503

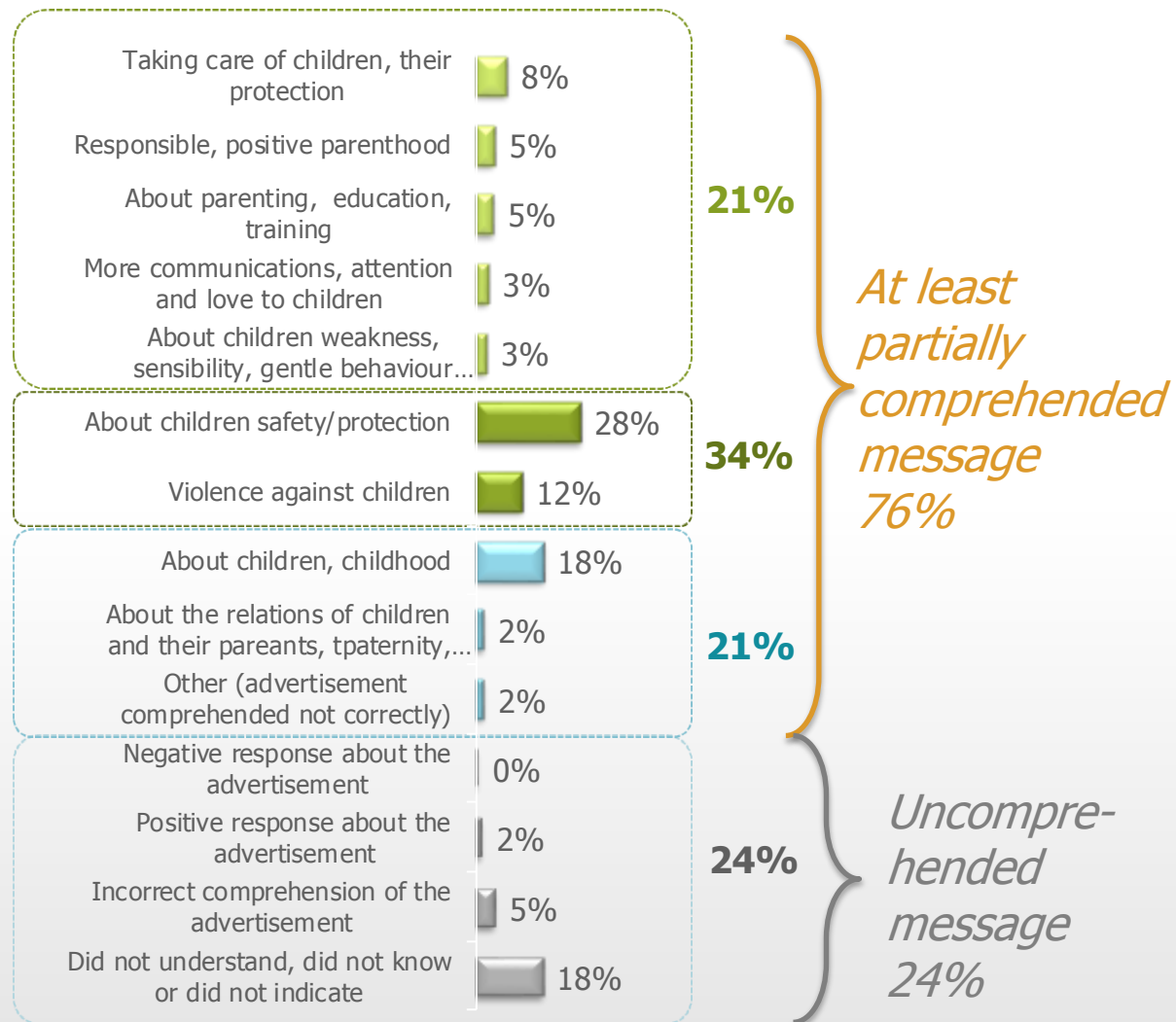
Perception of the advertisement

Regardless of whether the respondent has ever come across to the informational material of the campaign before the research or not, he/she was asked to indicate what this advertisement is about.

76% of all the respondents at least partially understood the message correctly. Totally correctly the message was comprehended by 55% of all respondents.

Most often respondents replied quiet abstractedly that advertisement is about the safety of children, their protection or simply just about kids.

We must have in mind that each respondent could have indicated several answers, thus after coding their answers the common expression of percentage is higher than 100%. The proportion of correct promotional message (ratings next to the graph) is recorded only if at least one answer of respondent indicates the correct perception, thus the proportion is converged into 100%.

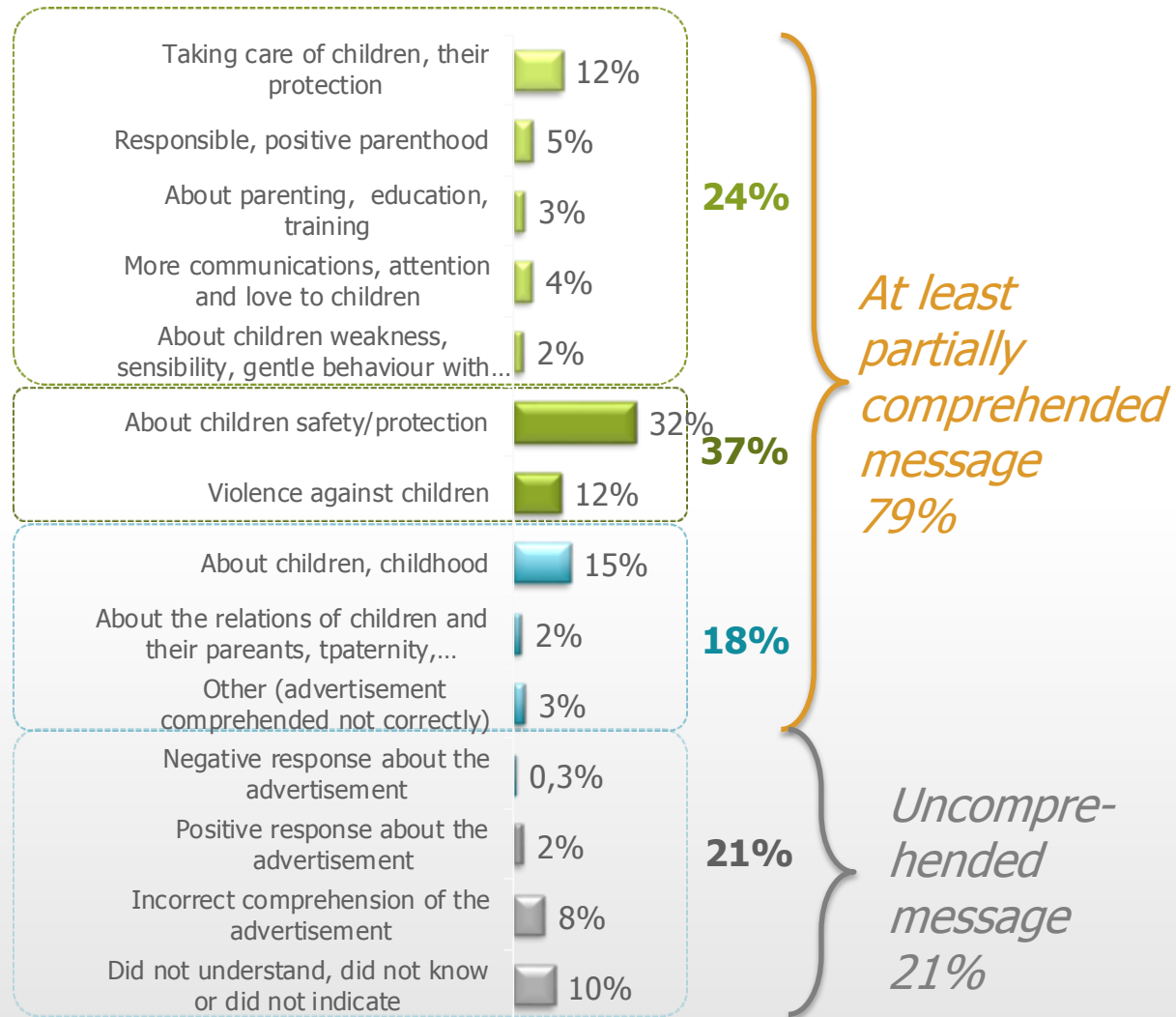


Percentage is calculated from all respondents, N=503

Advertisement perception among those who have seen the advertisement

Respondents who have seen the advertisement before the research more often comprehended it correctly.

79% of these persons at least partially understood the message correctly and 61% comprehended it completely correctly.



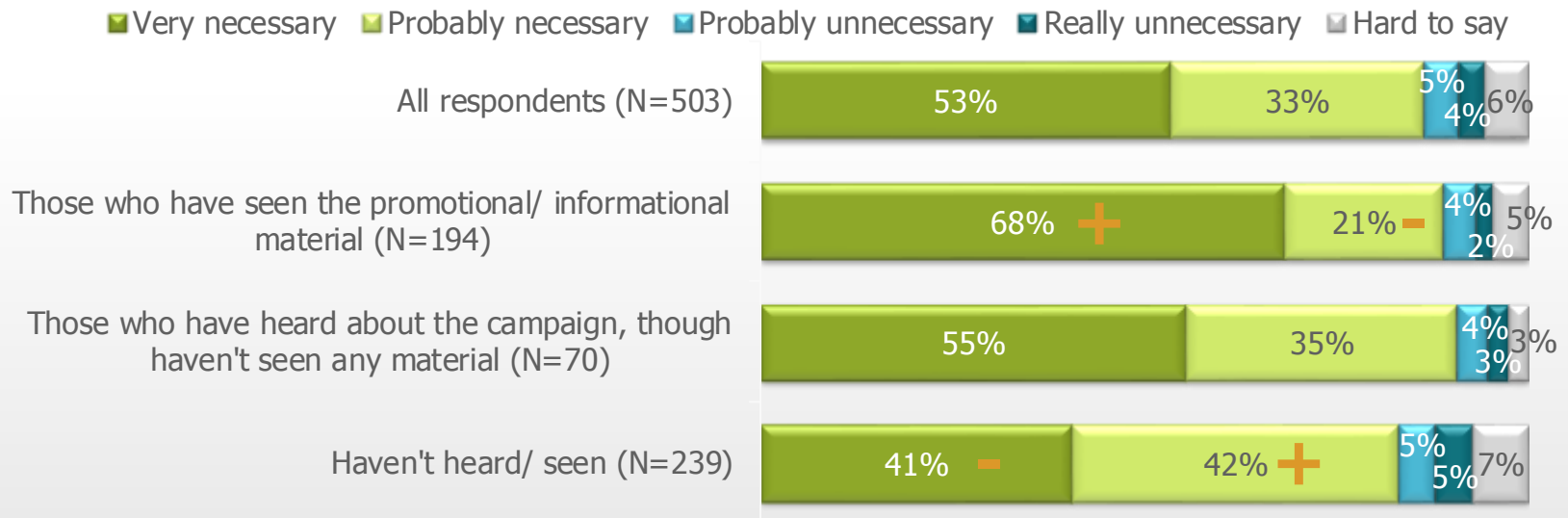
Percentage is calculated from those who have seen the advertisement, N=194

Necessity of the campaign

Inhabitants consider the campaign "Protect me, I'm small" to be necessary (86%).

Respondents who have seen the advertisement, persons under 39 y.o., employed, inhabitants that do not have a family and representatives of families with children more often than other inhabitants believe that the campaign "Protect me, I'm small" is necessary.

In the appendix sectional information is presented.



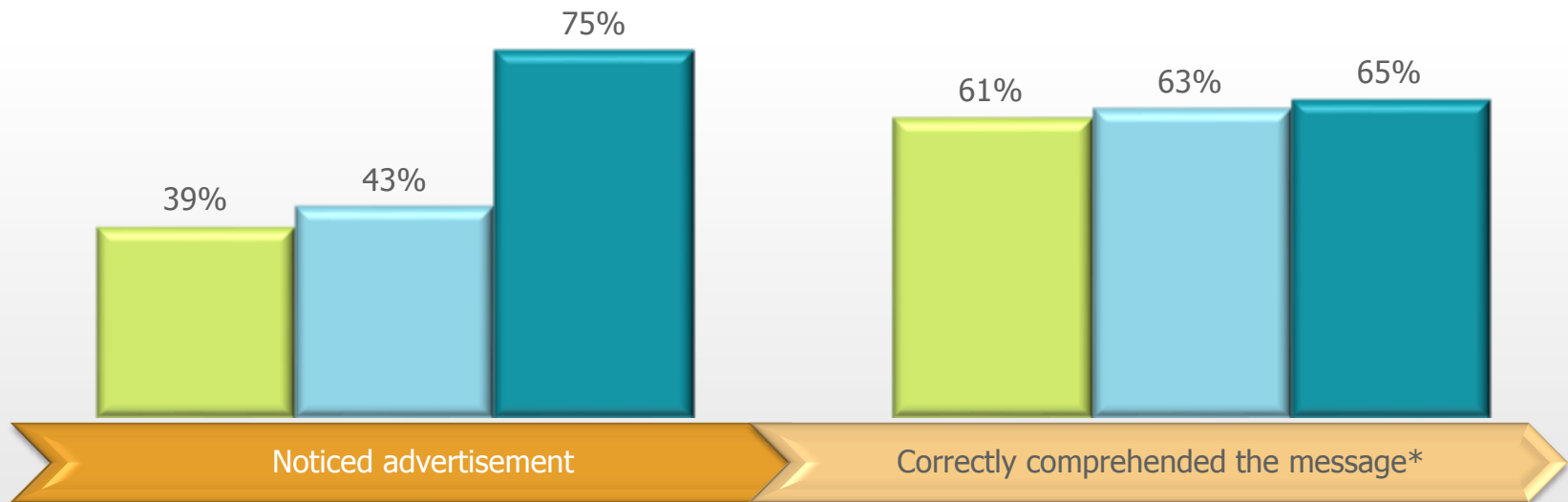
Percentage is calculated from those who have seen the advertisement, N=194

Comparison of advertisement indicators

In order to fully understand the indicators of the campaign, it is proper to compare them with other advertisements. Unfortunately, available indicators of social sector advertisements cover very narrow target groups or their active period is very long, thus it's not possible to compare data with them. However, we can use the available TV commercial indicators from financial and telecommunications sectors.

Data shows that the campaign has reached excellent results. Considering the fact that TV commercial in the campaign constituted only a small informational part, the notice of informational/promotional material is quite high. Moreover, although it is transmitted not a particular service or product, yet an abstract idea, the perception of promotional message is quite high.

■ Advertisement "Protect me, I'm small" ■ Financial sector advertisements ■ Telecommunications sector advertisements



*Correct message comprehension is calculated from those who have seen the advertisement

Appendix



Socio-demographic characteristics of respondents

Gender

Male 47%

Female 53%

Age

15-19 y/o 9%

20-29 y/o 19%

30-39 y/o 16%

40-49 y/o 19%

50-59 y/o 16%

60-74 y/o 20%

Education

Primary, basic 22%

Secondary 33%

Advanced vocational education 19%

Higher 26%

Region

Vilnius 18%

Other city 23%

Other town 27%

Village 32%

Occupation

Employed 46%

Not working 54%

Marital status

Married/ living with a partner 52%

Single 26%

Divorced/ widowed 23%

Children

Don't have children 67%

Have children up to 3 y/o 12%

Have just 4-16 y/o children 22%

Income

Up to 500 Lt 29%

501-800 Lt 30%

801-1000 Lt 15%

1001 Lt and more 14%

Did not indicate 12%

Percentage is calculated from all respondents, N=300

Awareness of the campaign by socio-demographic characteristics

		Sample	Have seen promotional/ informational material	Have hear about the campaign, although haven't seen the material	Do not have any knowledge about the particular campaign
Gender	Male	234	37%	<u>11%</u>	<u>53%</u>
	Female	269	40%	<u>17%</u>	<u>43%</u>
Age	15-19 y/o	44	48%	13%	39%
	20-29 y/o	97	<u>49%</u>	16%	<u>35%</u>
	30-39 y/o	82	36%	11%	53%
	40-49 y/o	97	39%	<u>23%</u>	<u>37%</u>
	50-59 y/o	82	34%	15%	51%
	60-74 y/o	100	<u>29%</u>	<u>5%</u>	<u>66%</u>
Education	Primary, basic	110	34%	<u>8%</u>	<u>58%</u>
	Secondary	168	38%	<u>9%</u>	53%
	Advanced vocational education	96	34%	19%	47%
	Higher	129	46%	<u>22%</u>	<u>32%</u>
Region	Vilnius	92	42%	18%	40%
	Other city	114	34%	10%	55%
	Other town	135	36%	16%	48%
	Village	162	41%	13%	46%
Occupation	Employed	232	39%	<u>18%</u>	43%
	None working	271	38%	<u>10%</u>	51%
Marital status	Married/living with a partner	260	40%	16%	44%
	Single	130	41%	14%	45%
	Divorced/widowed	113	33%	<u>8%</u>	<u>59%</u>
Children	Don't have children	335	<u>34%</u>	13%	<u>53%</u>
	Do have children up to 3 y/o	59	<u>55%</u>	8%	37%
	Have just 4-16 y/o children	109	45%	<u>20%</u>	<u>35%</u>
Income	Up to 500 Lt	146	34%	12%	54%
	501-800 Lt	152	41%	12%	47%
	801-1000 Lt	77	30%	24%	46%
	1001 Lt and more	69	46%	12%	41%
	Did not indicate	59	48%	11%	41%
All respondents		503	39%	14%	47%

Percentage presented in rows. Green color marks a statistically higher values, red – lower.

Notice of the advertisement by socio-demographic characteristics

		Sample	Saw the advertisement on TV/internet/public transport	Heard the advertisement on the radio	Saw a booklet	Saw a sticker or a poster	Saw the advertisement through several channels	Heard about the campaign, although did not see any material	Do not have any knowledge
Gender	Male	234	6%	9%	4%	3%	15%	11%	53%
	Female	269	8%	12%	4%	4%	13%	17%	43%
Age	15-19 y/o	44	8%	8%	7%	6%	18%	13%	39%
	20-29 y/o	97	6%	19%	1%	2%	20%	16%	35%
	30-39 y/o	82	10%	11%	3%	4%	8%	11%	53%
	40-49 y/o	97	7%	8%	4%	5%	14%	23%	37%
	50-59 y/o	82	4%	12%	3%	1%	13%	15%	51%
	60-74 y/o	100	5%	5%	4%	2%	12%	5%	66%
Education	Primary, basic	110	8%	8%	2%	2%	13%	8%	58%
	Secondary	168	5%	13%	6%	1%	14%	9%	53%
	Advanced vocational education	96	4%	11%	4%	2%	12%	19%	47%
	Higher	129	10%	11%	2%	8%	16%	22%	32%
Region	Vilnius	92	3%	4%	8%	7%	20%	18%	40%
	Other city	114	7%	6%	5%	3%	13%	10%	55%
	Other town	135	8%	12%	1%	2%	13%	16%	48%
	Village	162	7%	17%	2%	3%	13%	13%	46%
Occupation	Employed	232	6%	11%	4%	5%	14%	18%	43%
	None working	271	8%	11%	4%	2%	14%	10%	51%
Marital status	Married/living with a partner	260	7%	14%	5%	2%	12%	16%	44%
	Single	130	6%	10%	3%	5%	18%	14%	45%
	Divorced/widowed	113	7%	6%	2%	4%	15%	8%	59%
Children	Don't have children	335	6%	7%	3%	3%	14%	13%	53%
	Do have children up to 3 y/o	59	9%	27%	5%	1%	12%	8%	37%
	Have just 4-16 y/o children	109	9%	13%	4%	6%	14%	20%	35%
Income	Up to 500 Lt	146	5%	18%	2%	1%	8%	12%	54%
	501-800 Lt	152	9%	6%	6%	3%	17%	12%	47%
	801-1000 Lt	77	3%	5%	3%	4%	15%	24%	46%
	1001 Lt and more	69	8%	16%	1%	6%	16%	12%	41%
	Did not indicate	59	8%	9%	6%	8%	18%	11%	41%
All respondents		503	7%	11%	4%	3%	14%	14%	47%

Percentage presented in rows. Green color marks a statistically higher values, red – lower.

Necessity of the campaign by socio-demographic characteristics

		Sample	Necessary	Unnecessary	Hard to say
Gender	Male	234	85%	10%	5%
	Female	269	88%	7%	6%
Age	15-19 y/o	44	99%		1%
	20-29 y/o	97	93%	5%	1%
	30-39 y/o	82	94%	2%	4%
	40-49 y/o	97	78%	13%	9%
	50-59 y/o	82	89%	6%	5%
	60-74 y/o	100	75%	16%	10%
Education	Primary, basic	110	80%	14%	6%
	Secondary	168	84%	7%	8%
	Advanced vocational education	96	91%	6%	2%
	Higher	129	91%	5%	4%
Region	Vilnius	92	93%	5%	2%
	Other city	114	90%	6%	4%
	Other town	135	89%	3%	8%
Occupation	Village	162	77%	16%	7%
	Employed	232	90%	8%	2%
	None working	271	83%	8%	9%
Marital status	Married/living with a partner	260	85%	8%	6%
	Single	130	94%	4%	2%
	Divorced/widowed	113	80%	13%	7%
Children	Don't have children	335	83%	10%	7%
	Have children up to 3 y/o	59	91%	1%	8%
	Have just 4-16 y/o children	109	94%	6%	0.5%
Income	Up to 500 Lt	146	83%	11%	6%
	501-800 Lt	152	85%	9%	6%
	801-1000 Lt	77	90%	3%	7%
	1001 Lt and more	69	92%	7%	1%
	Did not indicate	59	84%	9%	7%
All respondents		503	86%	8%	6%

Percentage presented in rows. Green color marks a statistically higher values, red – lower.



simplicity · intelligence · challenge