



# Adbloc Chairlift Safety-Bar Advertising

## UNAIDED Recall Research

### Summary

- **Adbloc Advertising is highly intrusive**
  - **Unaided average recall scores were 61%**
  - **77% of those who saw the ad recalled the brand advertised**
  - **41% of those who recalled the ad provided detailed content**
- **A sample of 326 Respondents was interviewed on December 27/09**

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# Unaided Recall Research

## *Researcher Biography*

### **Sarah Robertson, Researcher**

- Sarah has been working in the areas of strategic communication and marketing for over 15 years. She brings a wealth of experience in the public, private and not for profit sector having worked in a variety of positions in Canada and the United States.
- Sarah's experience spans the spectrum of developing and implementing brand positioning research to executing on site consumer promotions across Canada. As a freelance strategic market researcher, Sarah assisted companies such as Dorel USA, YTV, a major Canadian bank and several Canadian breweries in designing unique qualitative and quantitative research studies which provided actionable insights to reposition brands, target new markets and design highly effective marketing and sales strategies.
- Sarah has worked for leading boutique market research firms like Decode Inc. and the Gandalf Group as well as a freelance researcher

# Unaided Recall Research

## Sirius Creative Execution

77% who saw the ad recalled the brand

27% who saw the ad recalled the primary message



61% UNAIDED AVERAGE RECALL

14% who saw the ad recalled more detail

# Unaided Recall Research

## *Methodology*

- 326 intercept interviews - between 9:30 am and 3:45 pm - at Mt. St. Louis Moonstone (ON) on Sunday, Dec. 27, 2009
- An Adbloc was installed in one of the 4 positions on the safety bar of each carrier/chair of the 4-seat *Louis Express* chairlift (uniform distribution by seat).
- The Adbloc ad was installed on the chairlift after the close of lifts the night before the research was undertaken, ensuring no skier exposure to the ad prior to the survey date.
- Skiers who had ridden the *Louis Express* chairlift were intercepted at the bottom of the hill
- Adults (over 18) were asked if they would participate in a 2 to 3 minute research questionnaire. If they completed the research they were given a voucher for a free hot beverage (value \$1.50)
- Margin of error is +/- 5.4%

# Unaided Recall Research

## *Recall Questions Asked*

### Adbloc Chairlift Ad Recall Questions

- *Did you see any advertising while you were on the chairlift today? Yes/No/Don't Know*
- *If so, where was it located?*
- *Do you recall what the advertisement was for, what company was being advertised?*
- *Do you recall what the advertisement said?*

# Unaided Recall Research

## *Conclusions*

1. There was high Unaided Recall of the ad (61%)
2. Gender did not make a difference in Unaided Recall
3. 77% of those who saw the ad recalled the product advertised
4. Verbatims on ad content were strong (also an Unaided Recall measure) at 41%
5. Unaided Recall maintained high levels over time since exposure to ad

# Unaided Recall Research

## *Results Overview*

- 198 / 326 respondents, or 61% saw the ad, unaided
- 128 respondents or 39% did not see the ad
- 89% of those who saw the ad recalled (unaided) that it was on the handle or (safety) bar of the lift
- There was no statistical difference between the percentage of men who reported seeing the ad and percentage of women who reported seeing the ad (61% vs. 63%)

# Unaided Recall Research

## *Content Results*

- 77% of those who saw the ad recalled (unaided ) that the brand advertised was *Sirius*, with no gender difference in recall
- 41% of those who saw the ad provided detailed content contained within the ad (unaided):
  - 27% (unaided) recalled the offer or \$14.99 pricing
  - 14% (unaided) recalled even more detail (the “dog” logo, the number of stations, etc.)



# Unaided Recall Research

## *Recall Increased With Frequency*

- Those who were intercepted in the morning reported seeing the Adbloc half the time (51%)
- Those who were surveyed in the afternoon were more likely to report seeing the Adbloc, at an average of 67%
- Perhaps this is due to the increased exposure of the ad over more trips up the chairlift

# Unaided Recall Research

## *Ad Recall Decay*

Unaided ad recall decay was minimal

- 63% of those interviewed within 1 hour of being on the chairlift recalled the ad
- 59% of those interviewed within 1-2 hours of being on the chairlift recalled the ad
- 50% of those interviewed more than 2 hours after being on the chair recalled the ad

# Unaided Recall Research

## *Background*

- The *Louis Express* chairlift utilized for this research has a ride time of approximately 2 1/2 minutes
- This is the 2<sup>nd</sup> shortest chairlift (by exposure time) in the Adbloc network of 45 chairlifts/17 ski areas
- The typical duration of a chairlift ride in the network is in the 6-7 minute range with the longest ride in the network being 22 minutes
- As such, we would expect that unaided recall rates would likely be higher than those at MSLM

