



Presentation



Project: AdVisor – Silence is not gold

Type of research: Quantitative research
CATI – Nationally representative sample

Client: Open Media Group - OMG

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No. slides: 32



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Introduction

- OMG company – Open Media Group has turned to Hendaal agency for post validation of the campaign "Silence is not gold".
- **Main goal of the research** AdVisor® Campaign tracker is measuring efficiency of the campaign from the aspect of influence on opinions and attitudes of target group.
- **Specific goals** of the research are:
 - Identification of aspects that need improvement by modifying the ad itself or media plan
 - Understanding of every TV ad
 - Recognizing gender based violence in three types of violence
- **The goals were accomplished by measuring following elements:**
 - Campaign penetration (not included in this presentation)
 - Campaign awareness (spontaneous/prompted)
 - Remembering specific elements of the campaign
 - Campaign rating
 - Persuasiveness of the message – action that has been taken (reporting violence)

AdVisor® Campaign tracker

- Method
 - CATI (Computer assisted telephone interview)
 - Interview duration: 15 minutes on average
- Sample
 - N=400
 - Nationally representative sample of youth 15-18 years old
- Fieldwork: 15th – 25th September 2008

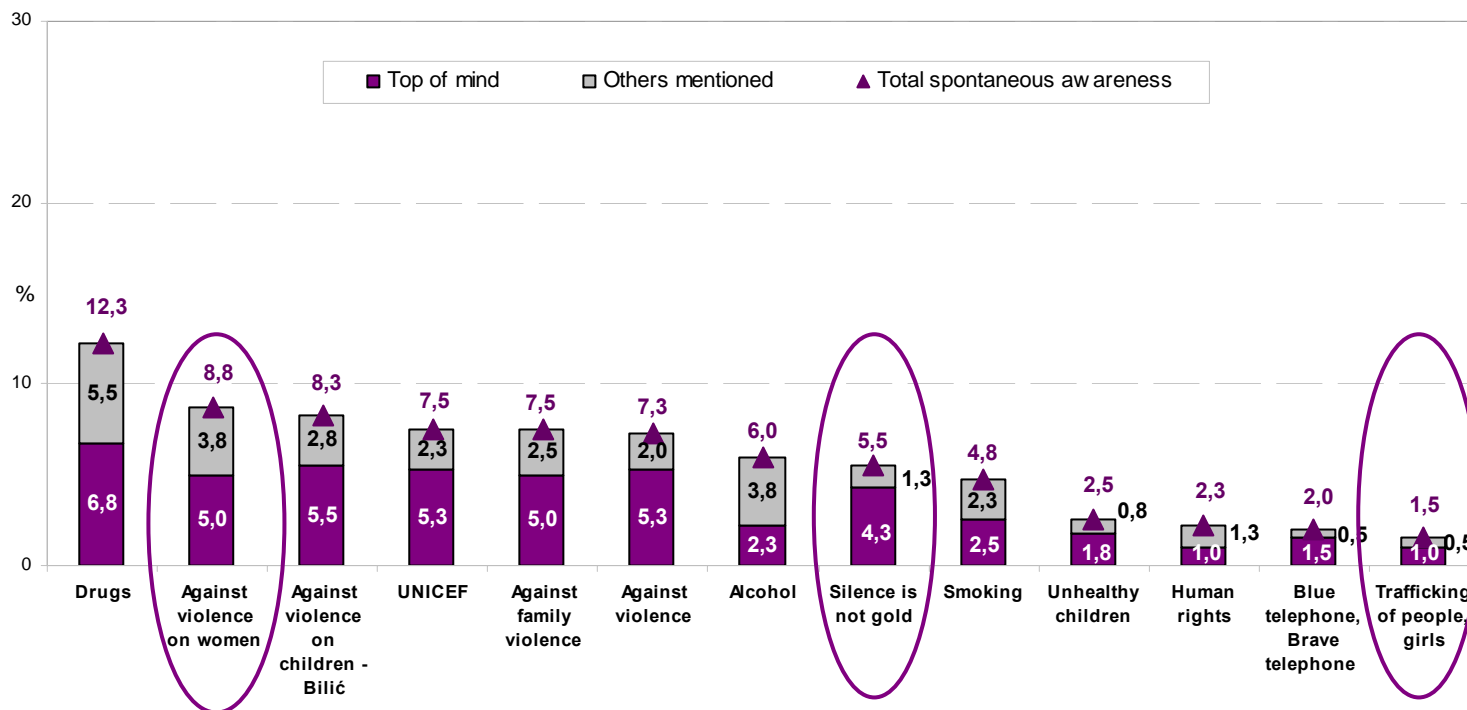
AdVisor® Campaign tracker

Public awareness media campaigns

Spontaneous awareness of public awareness media campaigns

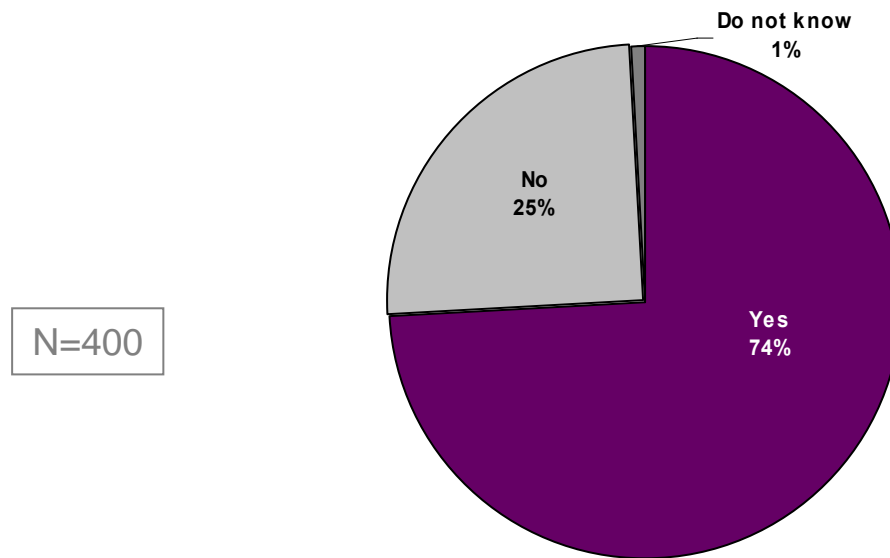
Public awareness campaigns in media in the last 6 months

N=400



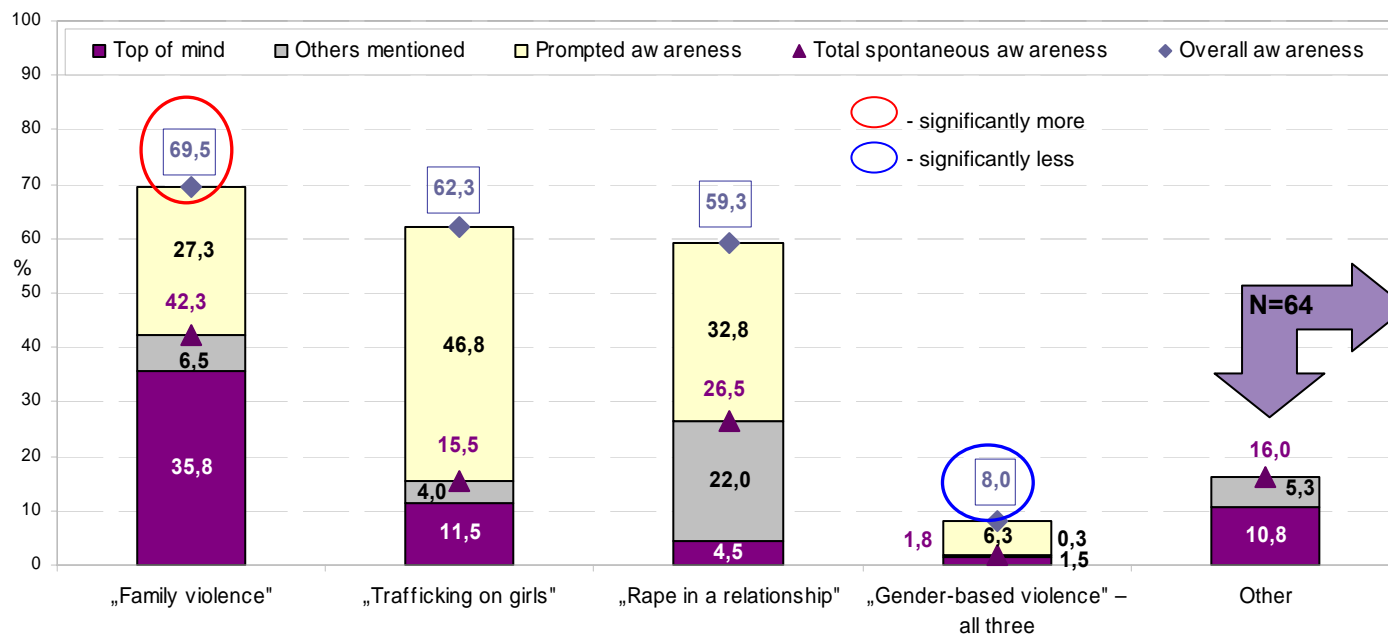
Remembered media campaigns about family violence or violence on women, girls

General awareness of video/ad about violence on women/girls



Spontaneous and prompted awareness of media campaigns about family violence or violence on women, girls

Media campaigns about violence on women/girls -spontaneous and prompted awareness



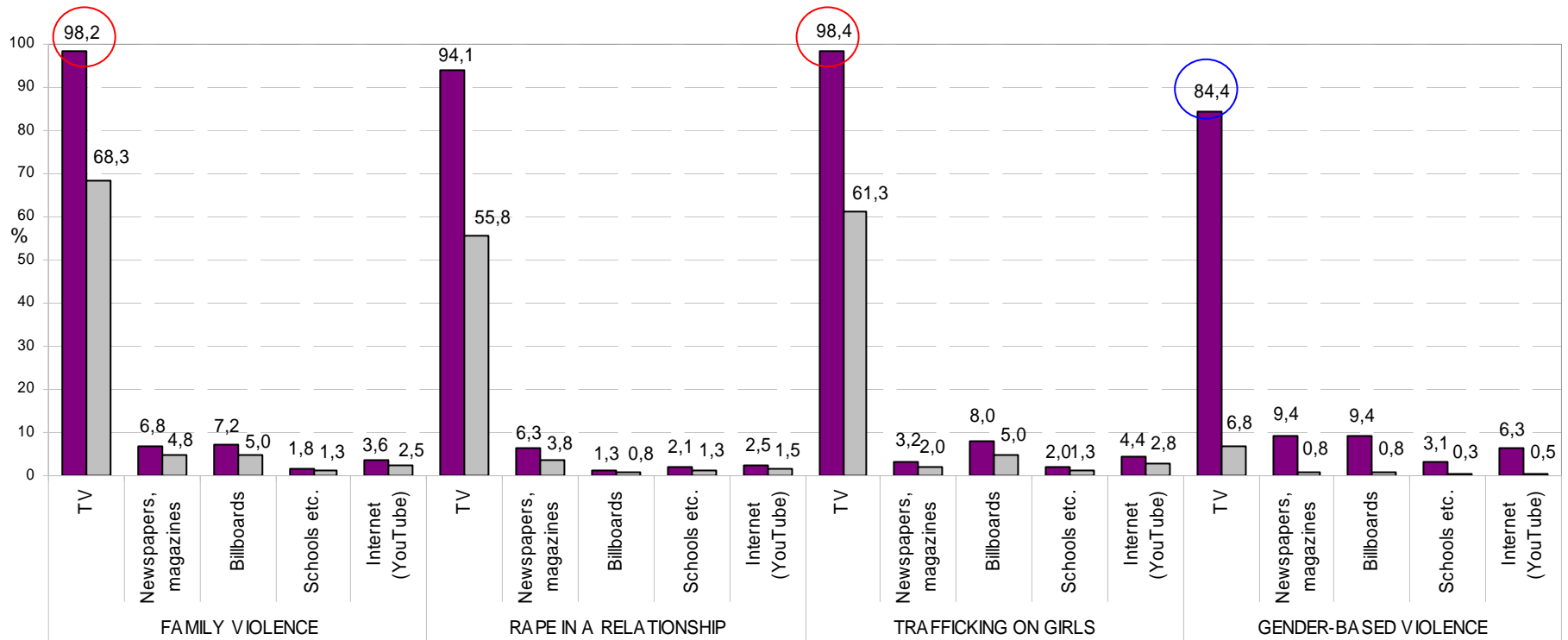
N=400

Other, describe which one?	%
Woman with black eye, husband that beats her	26,6
Silence is not gold	15,6
Violence on women	17,2
Brave telephone, Blue telephone	12,5
UNICEF	9,4
Family protection	6,3
Violence on women and children	3,1
Stop the chain, violence through mobile phones	6,3
Rape	1,6
Organization BABE	4,7
Violence in schools	1,6

Which video/ad about family violence or any other form of violence on women or girls comes to your mind first? Which other videos/ads about family violence or any other form of violence on women or girls can you recall? Which other? Have you in the last 8 months noticed video or ad about "___"?

Media in which they are noticed (spontaneous)

■ THOSE WHO HAVE SEEN THE AD - Family violence N=287, Rape in a relationship N=237, Trafficking on girls N=249, Gender-based violence N=32
 □ TOTAL SAMPLE, N=400



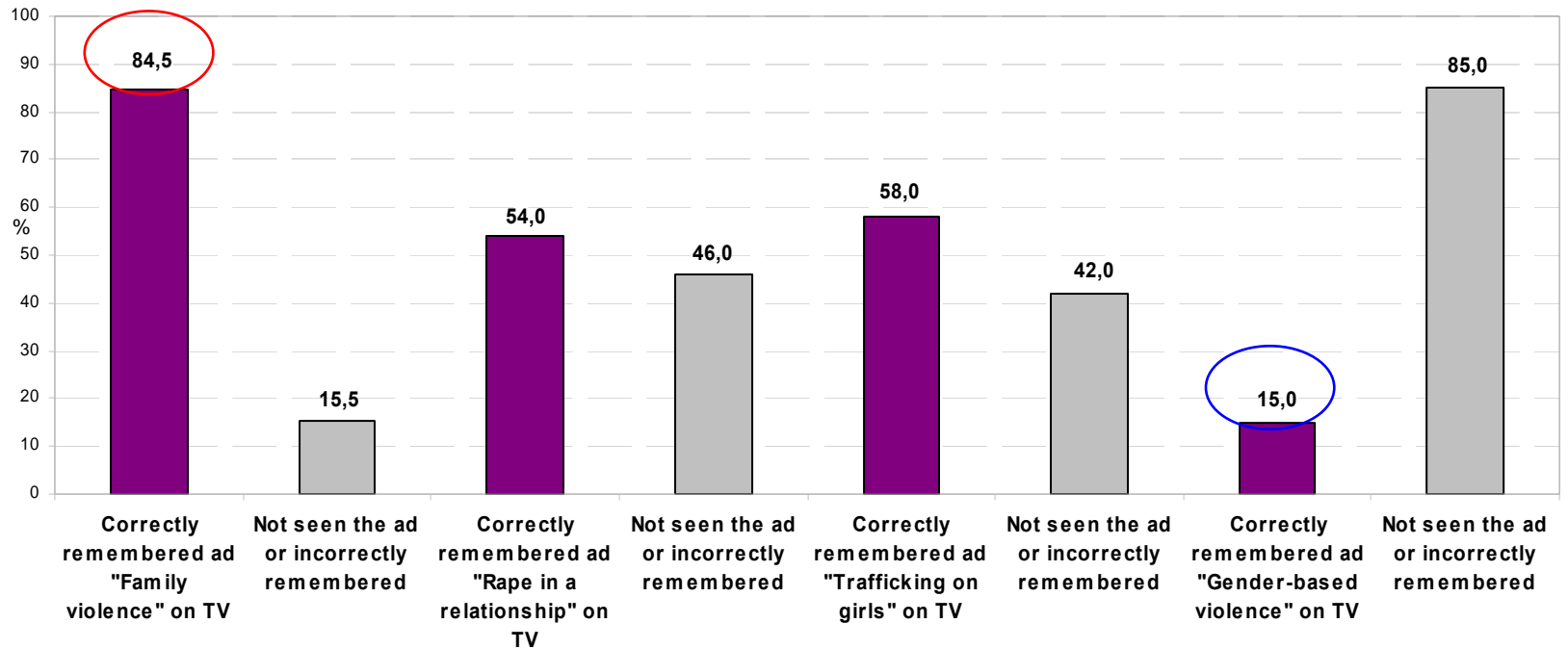
○ - significantly more
 ○ - significantly less

Where did you noticed video/ad about „___“? Where else?

Media TV campaign “Silence is not gold”

Awareness of TV ad "Silence is not gold"

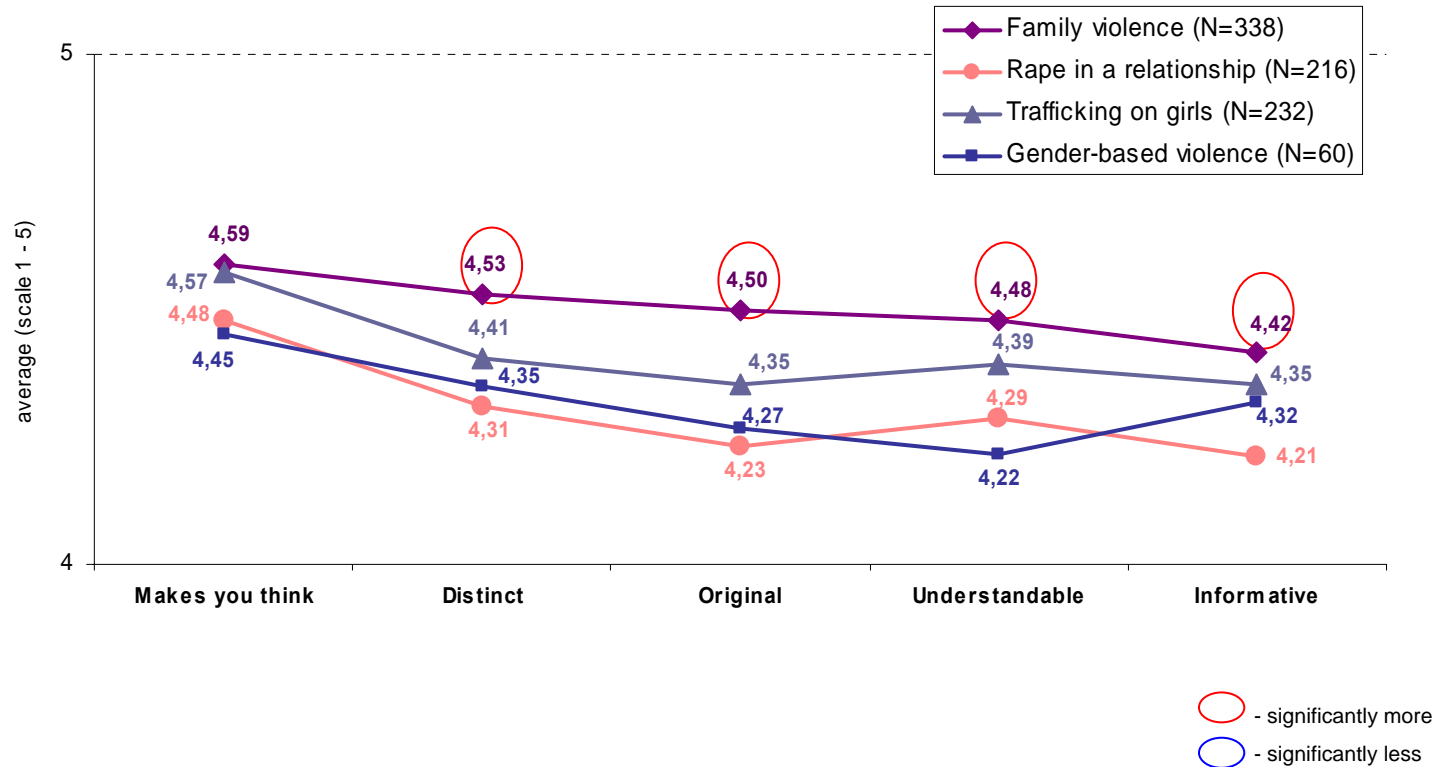
Seen TV ads in the last 8 months - N=400



○ - significantly more
○ - significantly less

Have you seen TV ad about „____“ in the last 8 months?

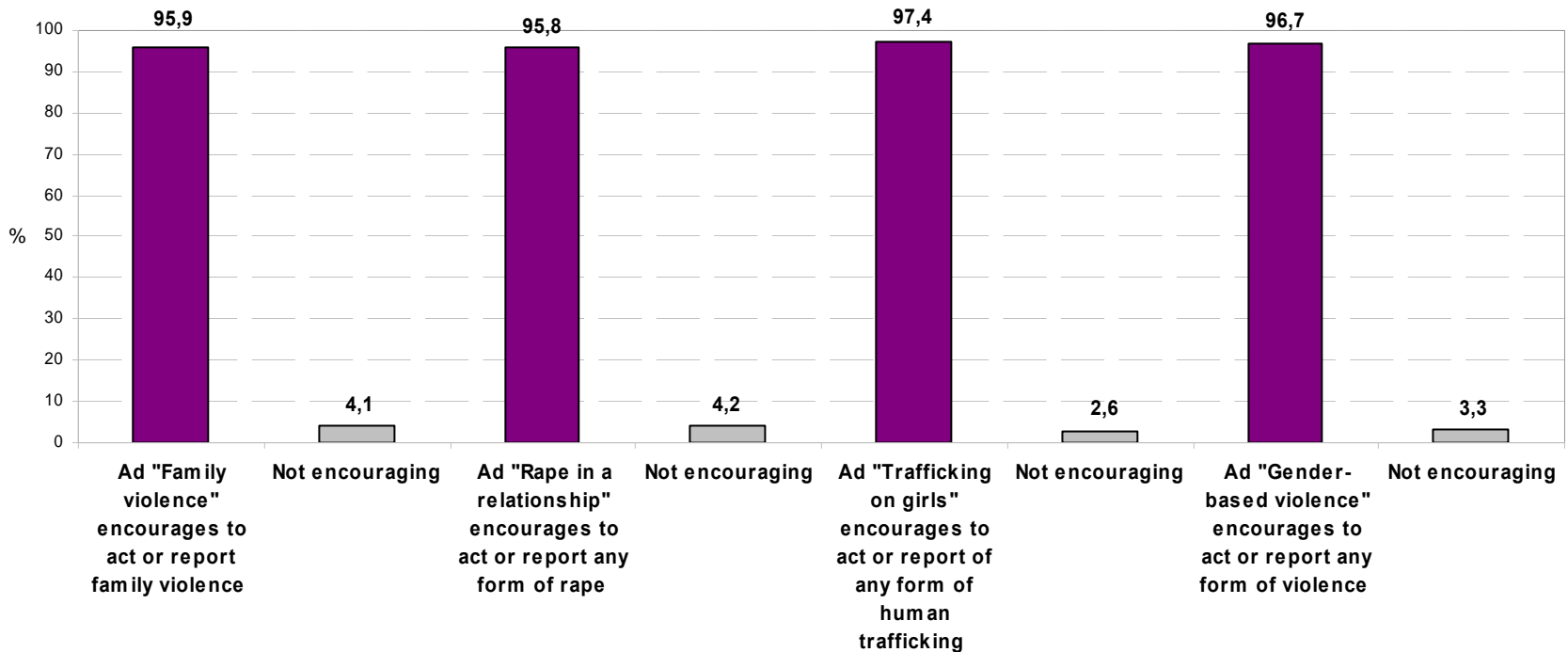
Rating of TV ad "Silence is not gold"



Encouragement to act of TV ad "Silence is not gold"

FAMILY VIOLENCE	N=338
RAPE IN A RELATIONSHIP	N=216
TRAFFICKING ON GIRLS	N=249
GENDER-BASED VIOLENCE	N=60

Encouragement of TV ad on action and report of violence



Elements of TV ad "Family violence" -spontaneous

Ad Family Violence							
Correctly remembered			%				100
Girl plays with a doll							83
	Doll					67	
	Throwing the doll				2		
	Mum and dad dolls				1		
	Girl					66	
	Girl plays with a doll				54		
	...mum and dad			11			
	...throwing it			6			
	...like they are fighting			5			
	...and is sad			2			
	..., yells: "You have no brain!"			2			
	Sad girl				3		
	Girls plays mum and dad				3		
	Girl is playing				2		
	Aggressive girl				1		
	"Let me draw you!"				2		
	"You have no brain!"				1		
Husband is beating wife, wife with bruises							9
	Hitting wife					7	
	...in front of child				1		
	...nobody is talking about it				1		
	Women with bruises					2	
	Women asking for help					1	
Silence is not gold							4
Child abuse							3
	Parents physically abuse children					2	
	Parents sexually abuse children					1	
Something else							2

N=273

Slogan of TV ad "Family violence" -spontaneous

N=338

Slogan of ad Family Violence					
Correctly remembered		%			100
	Violence				34
	Domestic violence		16		
	Stop domestic violence!		2		
	Stop the violence in families		1		
	Silence is not gold				22
	Bad influence of the conflict on child				13
	Let me draw you!				10
	You have no brain!				8
	Hitting, aggression				5
	Conflict between parents				4
	Something else				5

Elements of TV ad "Rape in a relationship" -spontaneous

N=223

Ad Rape in a Relationship		%		
Correctly remembered				100
Numbers and percentages				28
Percentages			11	
Percentages and women			4	
Harsh treatment of a boy towards a girl and text with percentage			2	
Numbers			12	
...says no means yes			1	
Sign 29% of men and 9% of women			2	
Boy rapes girl				27
Rape			14	
Girl is thrown on the bed and raped			2	
Boy covered girl's mouth			4	
...before he thrown her on bed			2	
Girl is thrown on the bed			7	
Unkempt girl			3	
...raped			1	
When you say no to sexual intercourse it can be misinterpreted			2	
Boy attacks girl			1	
Girls and boys in bed				15
Bed			14	
NO means NO				13
Men misinterpret			4	
Stop violence on women				2
Something else				14

Slogan of TV ad "Rape in a relationship" -spontaneous

N=216

Slogan of ad Rape in a Relationship							
Correctly remembered			%				100
	Violence						33
	Violence on women				15		
	No means NO						23
	Silence is not gold						16
	...should react				5		
	29% men and 9% women think that if woman says no it means yes						9
	Prevent rape						7
	...should stop those relationships				3		
	You should respect women and their choices						5
	Lack of communication between men and women						4
	Genders should be equal						3

Elements of TV ad "Trafficking on girls" -spontaneous

N=245

Ad Trafficking on Girls						
Correctly remembered		%				100
Pushing the girl in the van						41
Van						33
	Pushing in the van		11			
	...taking the passport		1			
	Passport			4		
	Van, violence			1		
	Pushing girls				2	
	Girls' sad faces				2	
People sell women						21
	People sell					8
	Stop human trafficking!		2			
	...for prostitution		1			
	Prostitution				4	
	Stop selling women/people!				4	
	Kidnapping				2	
	Abusing girls				2	
	Force				2	
Girls answers the ad						10
	Answering the ad					6
	Do not answer the ad!		2			
	Ad- passport		1			
	Mobile phone				3	
Taking passport						10
	Taking the passport from girl				4	
Blond girl						8
	Sad look				2	
Silence is not gold						2
Something else						9

Slogan of TV ad "Trafficking on girls" -spontaneous

N=232

Slogan of ad Trafficking on Girls				
Correctly remembered		%		100
	Selling			36
	Selling women	12		
	Selling girls	6		
	It should be careful			20
	Do not be deceived	5		
	Stop			19
	Stop selling people/women	14		
	Silence is not gold			19
	Girls should be more careful			15
	Violence			10
	Stop violence	6		
	It should not trust ads			3
	Something else			6

Elements of TV ad "Gender-based violence" -spontaneous

N=27

Ad Gender-Based Violence			
Correctly remembered	%		100
Domestic violence			30
Women with bruises	7		
Rape			21
All three ads in one			11
Silence is not gold			11
Little girl plays			11
Trafficking of women			11
Selling women			7
Something else			4

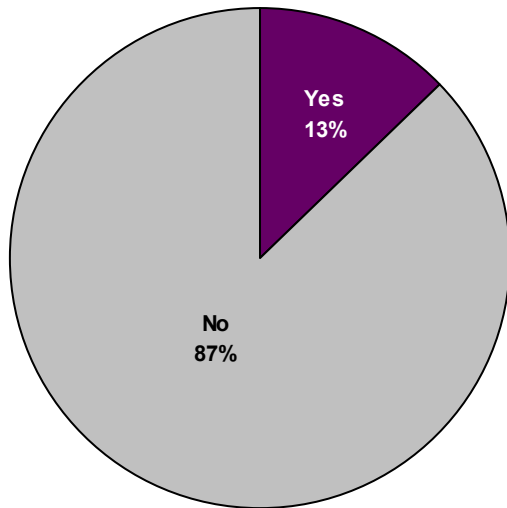
Slogan of TV ad "Gender-based violence" -spontaneous

N=60

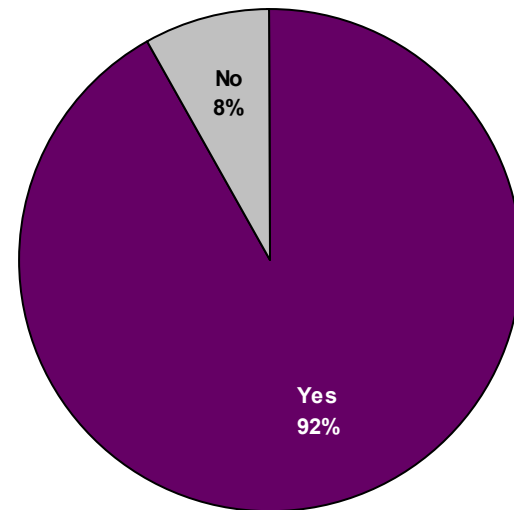
Slogan of ad Gender-Based Violence			
Correctly remembered	%		100
Violence			45
Stop the violence	28		
Silence is not gold!			38
Let women stop silence			7
Women and children are not for sale			7
Something else			3

Knowledge about the terms "Silence is not gold" and "Gender-based violence"

Knowledge about the term "Gender-based violence" before this research, N=400



Knowledge about the term "Silence is not gold" before this research, N=400

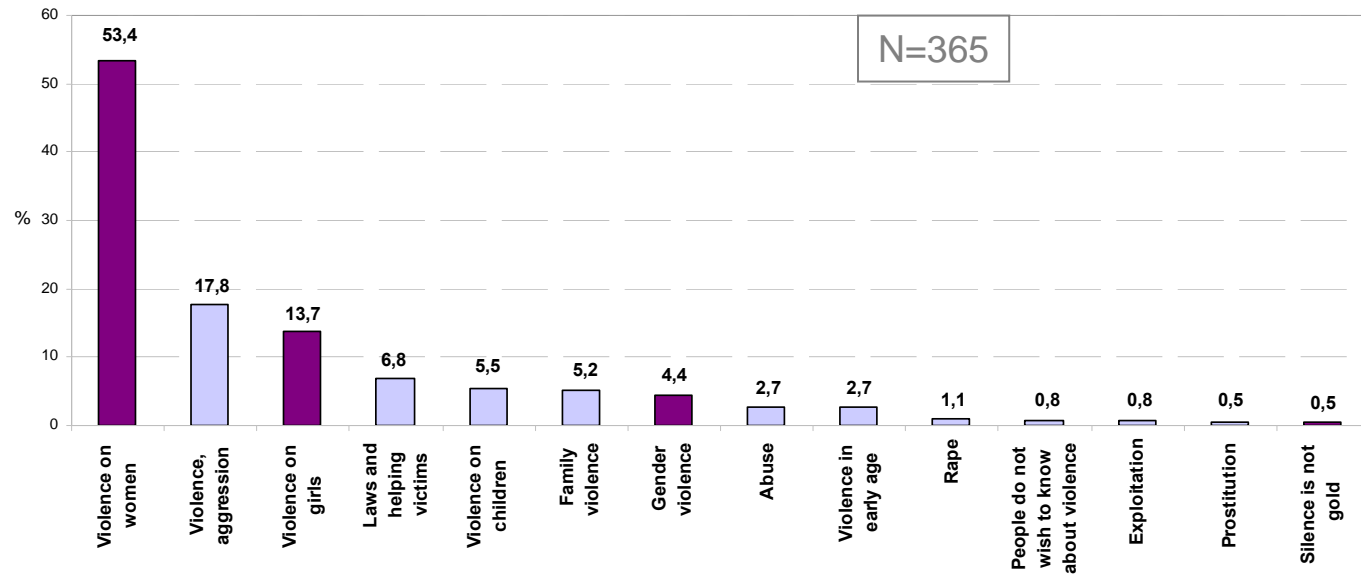
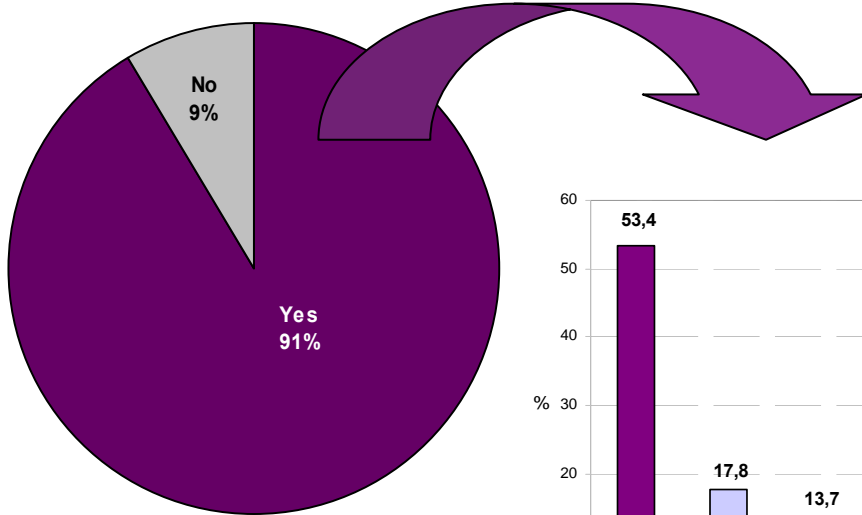


Have you previously (until this research) seen or heard for term „Gender-based violence“?

Have you previously noticed the slogan „Silence is not golden“?

Connection between three types of violence

Do you see the connection between these three types of violence? N=400



Do you see the connection between these three types of violence? If you do, can you describe what kind of connection is that?

Demography

Demography

Demography on total sample; N=400	
Education level	%
Without formal education	0,3
Goes in elementary school	5,5
Finished elementary school and no further education	1,5
Goes in high school (3 years)	14,8
Goes in high school (4 years)	58,5
Finished high school and no further education	7,3
Goes in college or faculty	12,3
Family status	
Family with both parents (mother and father)	86,8
Family without one parent (died)	4,8
Divorced family	4,0
Independent (taking care for itself)	3,8
Refused to answer	0,3
Something else	0,5
Economy class	
Low	2,5
Medium	69,8
Higher	20,5
Extra high	5,8
Refused to answer	1,5

SUMMARY AND RECOMMENDATIONS

Summary

• Campaign "Family violence"

- Campaign "Family violence" has higher top of mind (36%) and total spontaneous awareness (70%) among respondents compared to all other campaigns of interest.
- TV ad "Family violence" also has higher prompted awareness (85%) compared to all other campaigns of interest.
- All measured elements of this campaign (except "makes you think") have significantly higher rates compared to all other campaigns of interest.
- When spontaneously recalling elements – respondents recalled the most "girl that plays with dolls" (84%)

• Campaign "Trafficking on girls"

- Campaign "Trafficking on girls" have overall awareness of 62%, while 58% of respondent recalled TV ad.
- Respondents recalled this campaign the most only after being prompted (after some elements of the ad have been described to them).
- On overall awareness (62%), awareness of TV ad (58%) and ratings of the elements – campaign "Trafficking on girls" is second best (after "Family violence")
- When spontaneously recalling elements – respondents recalled the most "pushing the girl in the van" (41%).

• Campaign "Rape in a relationship"

- On overall awareness (59%) and awareness of TV ad (22%) this campaign is on the third place. Most respondents recalled it spontaneously under other mentioned campaigns (22%).
- When spontaneously recalling elements – respondents recalled the most "numbers and percentages" (28%) and "boy rapes girl" (27%).
- According to net categorization, this TV ad was very distinctive for our respondents.

• Campaign "Gender-based violence"

- Respondents recalled this campaign significantly less on all measures compared to all other campaigns of interest.
- Overall awareness is 8% and 15% of respondents recalled TV ad.
- Respondents also find this TV ad the least understandable what could be connected with type of fourth spot (reminder).

• GENERAL

- All campaigns have been noticed the most on TV → campaigns "Family violence" and "Trafficking on girls" have been noticed significantly more on TV compared to other campaigns.
- All campaigns have very encouraging effect on respondents (encourage to act or report violence) and make you think about it.
- Before the research, 92% of respondents knew for the term "Silence is not gold", while 13% of respondents knew for the term "gender-based violence" that is being introduced with this campaign.
- Connection between all three types of violence have been noticed by 91% respondents, significantly more women than men, more than half respondents noticed it is a violence on women/girls.

Recommendations

FAMILY VIOLENCE, TRAFFICKING ON WOMEN AND RAPE IN A RELATIONSHIP

- Campaign “Silence is not gold” has raised the awareness of young people (15 – 18 years) and that target group with this campaign makes them more sensible to described forms of violence, what we can see from very high percentage of recognizing term “Silence is not gold” and high percentage of recalling all separate campaigns (around 60% of respondents recalled “Trafficking” and “Rape”, while 70% of respondents recalled “Family violence”).
- All measured elements of the video have high rates, so it is not necessary to change education base.

GENDER-BASED VIOLENCE

- Video “Gender-based violence” has been noticed the least (8%) and is the least understandable what could be connected with the type of the spot (reminder).
- Considering that the term “Gender-based violence” is only now being introduced, 13% is not small percentage and we can assume that continuing with the campaign would raise that percentage.

SLOGAN “SILENCE IS NOT GOLD”

- Slogan “Silence is not gold” is very common and should not be changed since it has very high percentage of recognition in all videos.

Recommendations

- From all that has been said follows main Hendl's recommendation:

We recommend continuing with the campaign “Silence is not gold” through different appropriate education using the same basic idea. Furthermore, the campaign should have the same slogan (“Silence is not gold”) which showed as very strong and distinctive slogan that is easy to remember.

INNOVATION

TEAMWORK

INTEGRITY

PASSION

hendal market research

HR-10000 Zagreb | Žerjavićeva 13 | **T** +385 1 48 78 180 | **F** +385 1 48 78 199 | www.hendal.hr | info@hendal.hr

