Research Presentation



An Effectiveness Study on "Top Gun" Billboard Ad. in Chiang Mai

Prepared for



Today's Agenda

- Research Objective
- Research Methodology
- Key Learnings
- Conclusion & Recommendation

Objectives

- Specifically, to assess the advertising effectiveness of "TOP GUN" billboard in the following aspects:
 - awareness of outdoor advertising (spontaneous and prompted)
 - recall of brand advertised (spontaneous and prompted)
 - persuasion and reasons





Objectives (Cont'd)

- To obtain the demographic profile of billboard viewers in terms of :
 - gender
 - age
 - occupation
 - socio economic status : monthly household and personal income
 - education
 - mode of transportation
 - regular road used





Methodology

- A quantitative study
- In order to be relevant to the previous study conducted by "TOP GUN", a soft quota control on gender and age is applied.
- An intercept approach at department stores and shopping centers were used.
- A personal face-to-face interviewed using a structured questionnaire.
- A total sample size is 200 respondents.



Methodology (Cont'd)

Sample specification :

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- male: female = 50:50
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- age distribution

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15 - 20 years old = 25%

21 - 30 years old = 25%

31 - 40 years old = 25%

41 - 50 years old = 25%
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- Chiangmai residents
- Dates of fieldwork : July 21 23, 2007.





Profile of Respondents

Profile of Respondents

- One-third of respondents claim to work for "freelance" while private company employee and student are sharing about the same proportion (23% and 29% respectively). Therefore, "high school" and "bachelor degree" are commonly found as their highest education levels.
- In terms of monthly personal income, it is observed that about one-fourth of respondents claim to have no personal income and more than half of respondents are in the lower income group (less than 10,000 Baht) while the middle income respondents (10,000 – 20,000 Baht) register at 17% and only 8% is in higher income group (over 20,000 Baht).
- The same pattern is revealed for the monthly household income respondent profile. 43% are belonging to the lower income household (lower than 15,000 Baht) while the rest 57% is fallen into the middle to upper income household.





Profile of Respondents (Cont'd)

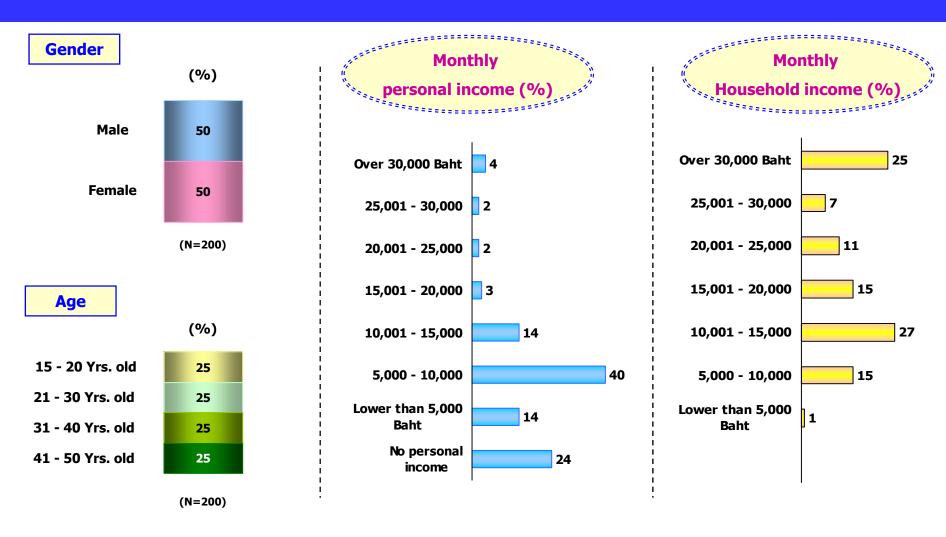
- Undoubtedly, a common mode of transportation in Chiangmai is a motorcycle (65%).
 Following behind is a personal car (27%) and a public transportation (10%).
- The popular road used in Chiangmai are "รอบคูเมือง" (56%), "ช้างเผือก" (50%), "ชุปเปอร์ไฮเวย์" (48%) and "ท่าแพ" (37%).





Profile of Respondents

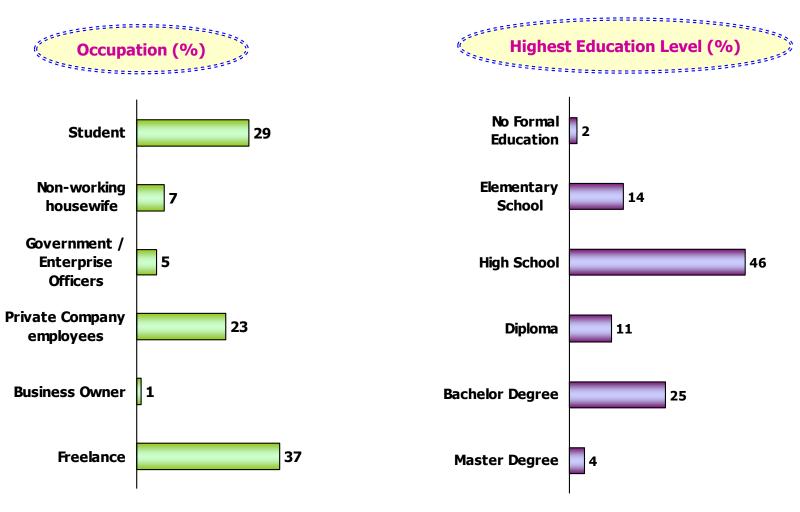
(N = 200)





Profile of Respondents (Cont'd)

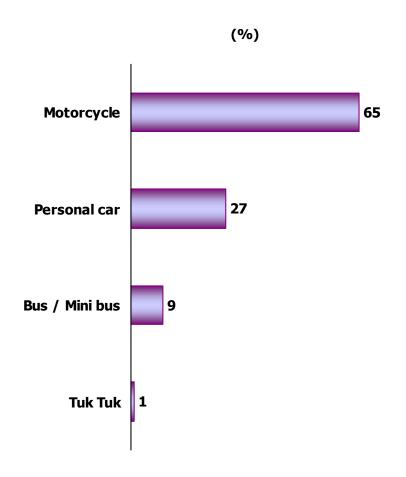
(N = 200)





Vehicles

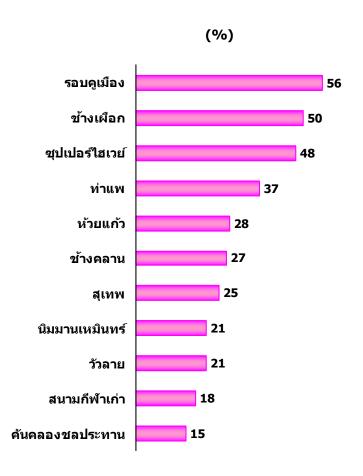
(N=200)





Key Learnings

Top 11 Road Usage





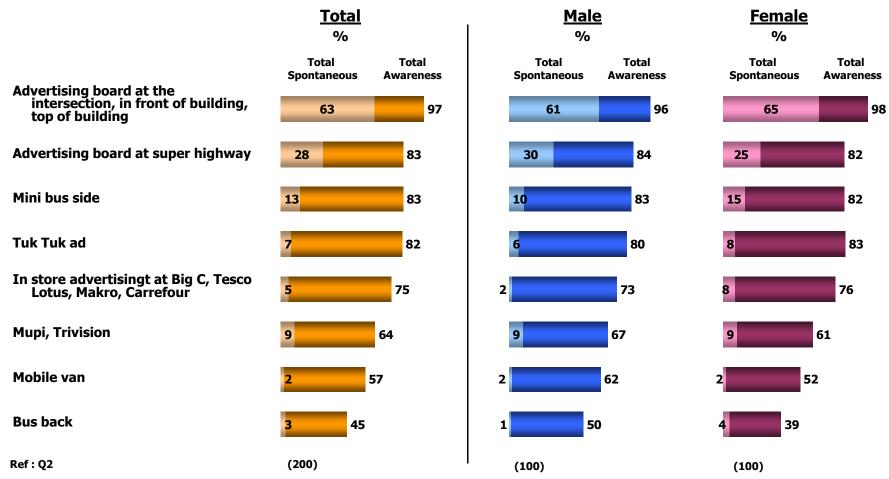


Awareness of Outdoor Advertising

- The awareness of outdoor advertising is extremely high in both spontaneous and total recall across all subgroups of respondents.
- The high recognition is made to the following :
 - Advertising board at the intersection, in front of building, top of building
 - Advertising board at super highway
 - Mini bus
 - Tuk Tuk
 - In store advertising at hypermarket
- Mupi, Trivision, mobile van and bus back follow quite a far distance.
- Interesting to note that the spontaneous rate of "advertising board at the intersection, in front of building, and top of building" is extremely high comparing to other medium.



Awareness of Outdoor Advertising





Awareness of Outdoor Advertising (Cont'd)





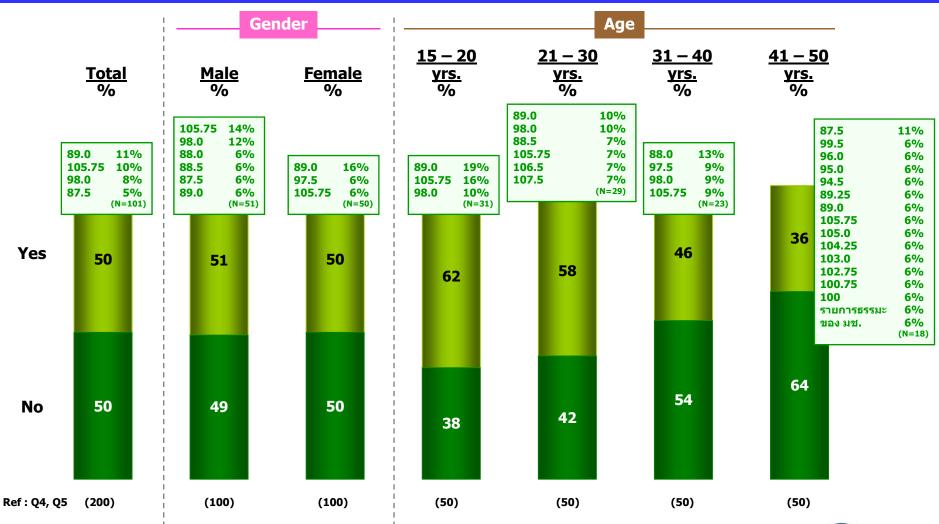
Radio Listening Habit

- About half of all respondents have identified themselves as being "radio listeners".
- Not surprisingly, the radio listeners are more likely to skew towards the teens (15–20 yrs.) by 62% while the olders (41-50 yrs.) are not the frequent radio listeners.
- Among the radio listeners, 89 MHz and 105.75 MHz are the popular radio stations.
- Interesting to note that the olders tends to have "no" regular radio stations when comparing to the other subgroups.





Radio Listening Habit





The Interactive Co., Ltd. 19

Tested "Top Gun" Billboards

Jotun

HP Printer

M-150

Mobil

Clinic Clear

Caltex Delo

OMO

Ocean Glass

Car4Cash

Conclusion

Back



"Jotun"

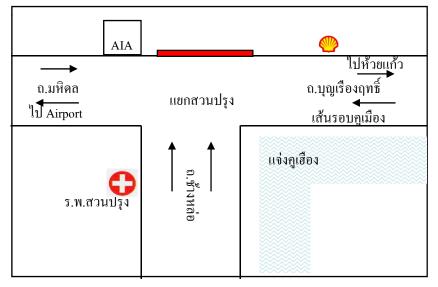




"Jotun" Billboard



แยกสวนปรุง







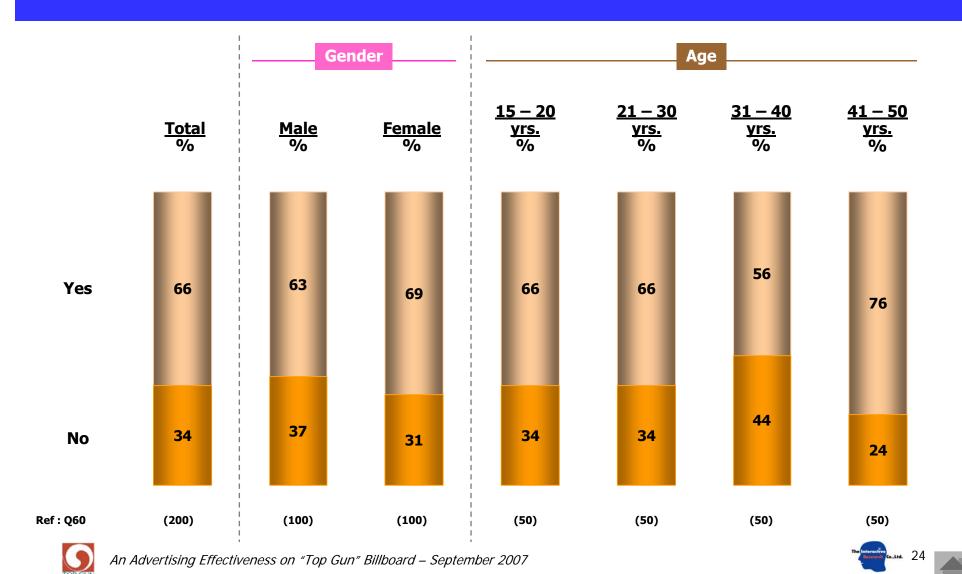
Performance of "Jotun" Billboard

- Two-thirds of respondents claim to see "Jotun" ad. Higher recall is found among the older respondents (41-50 yrs.).
- About half of respondents are able to recall "Jotun" ad correctly through the billboard.
- The awareness of "Jotun" billboard performs quite well (67%) with the average seeing frequency of 1-2 times a week. Females aged 15-30 yrs. are a bit more exposed to this billboard.
- Its preference and persuasion are moderately performed at 3.44 and 3.38 respectively.
- Points of appreciation are found regarding "outstanding blue lettering" and "Eiffel Tower" while the dissatisfaction is mainly cited to "no product details".

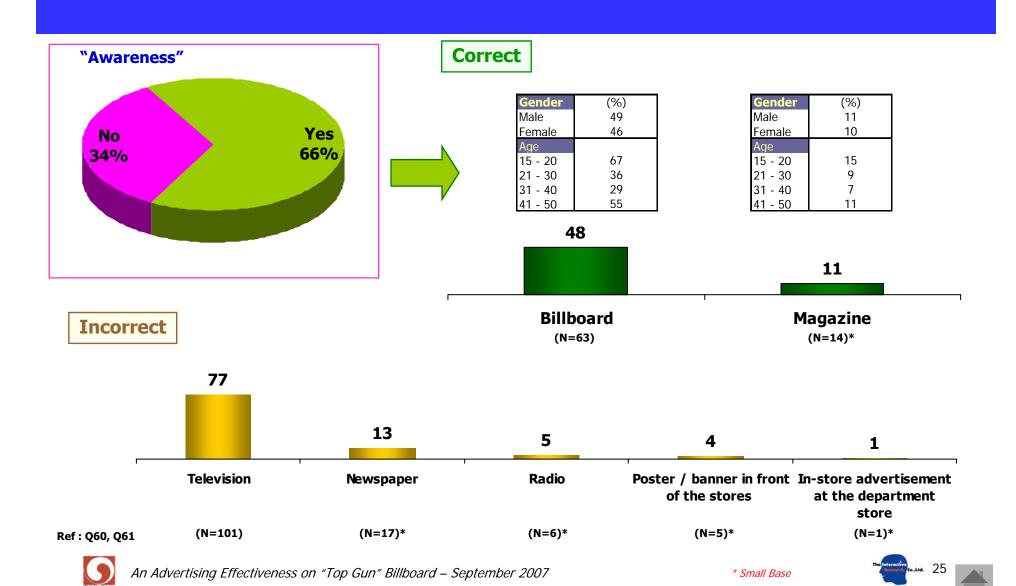




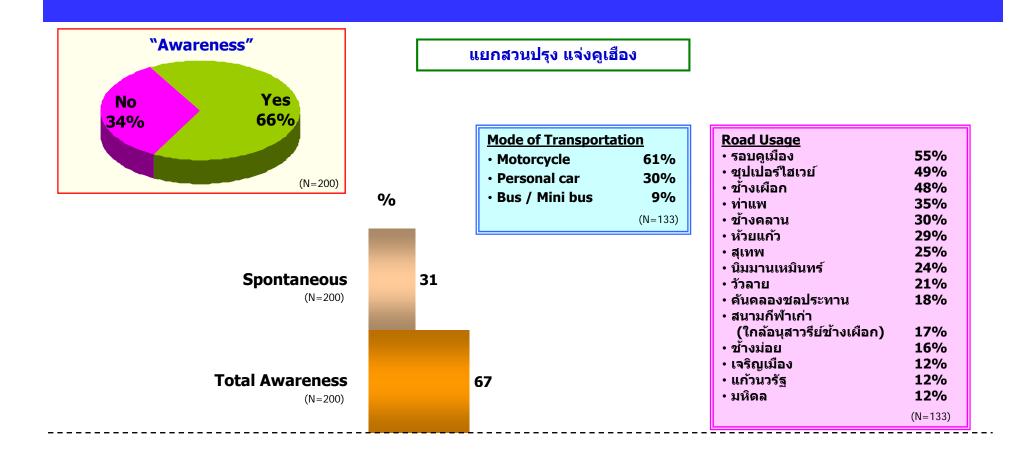
Awareness of "Jotun" Ad



Source of Awareness of "Jotun" Ad



Awareness of "Jotun" Billboard



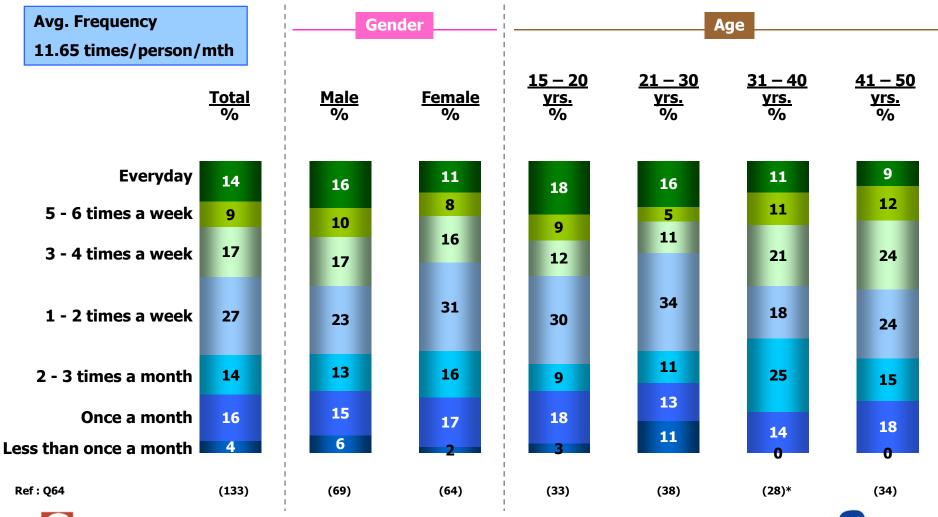
Ref: Q60, Q62, Q63







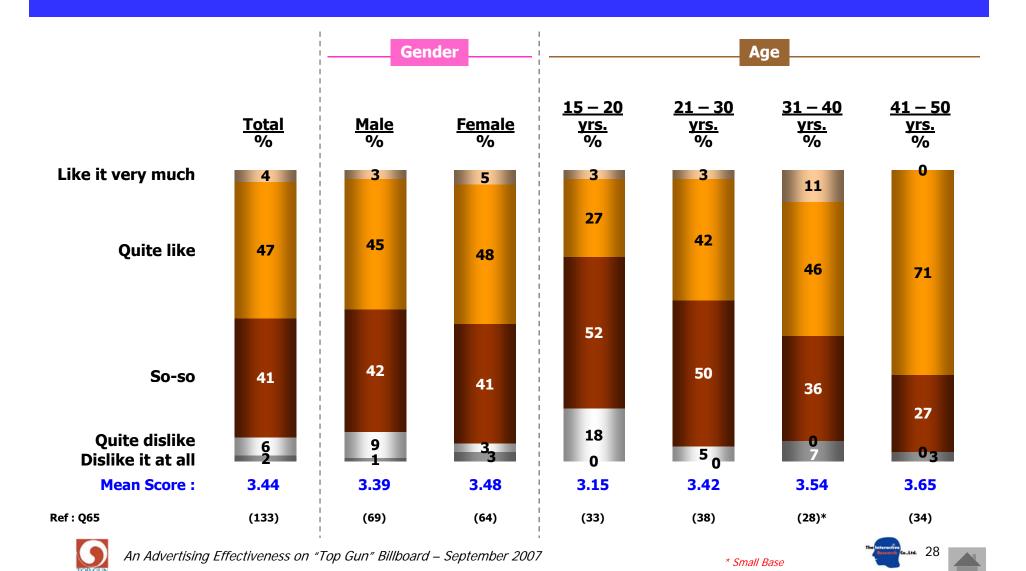
Seeing Frequency of "Jotun" Billboard





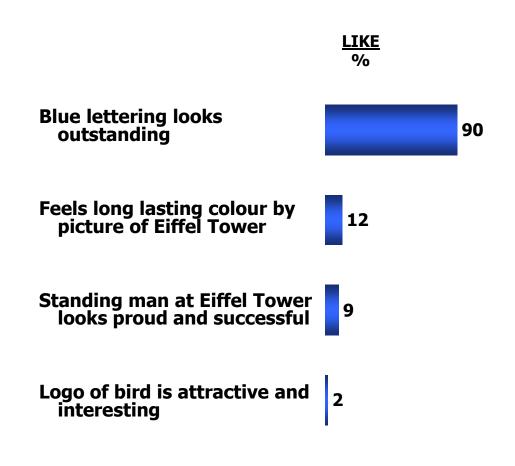


Preference of "Jotun" Billboard



Reasons for "Liking / Disliking"

(67)



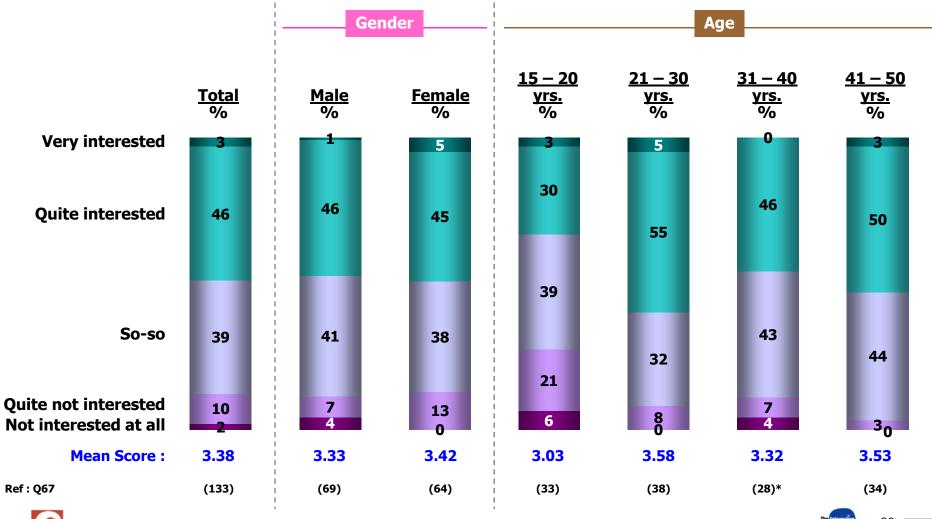
TOPGUN

Ref: Q66





Persuasion of "Jotun"







Reasons for "Interest"/ Not Interest"

	<u>Interested</u> %
Feels long lasting colour by picture of Eiffel Tower	49
Nice billboard colour	45
Well known brand name	5
Big and clear brand name	3
Standing presenter looks interesting	2
	(65)

TOP GUN

Ref : Q68





"M-150"

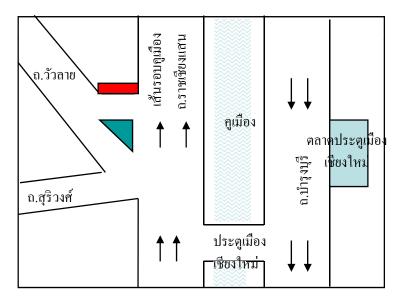




"M-150" Billboard



ร้านพิงค์ธนาคร





Performance of "M-150" Billboard

- The advertising awareness of "M-150" is extremely well performed (95%).
- Television plays important role to establish "M-150" advertising awareness, follow by billboard and radio.
- Six in ten respondents claim to see "M-150" billboard on the average of 3-4 times a
 week. It is clearly shown that older males (41-50 yrs.) have been more frequent
 seeing this billboard.
- Preference towards this billboard is on the moderate level (3.56). However, it is more appealing to both males and females in the age range of 21-40 yrs.
- It is admired for the outstanding of "M-150" and "star" logo while minor negative comments are given to "no product details", "no presenter" and "no product pictures".





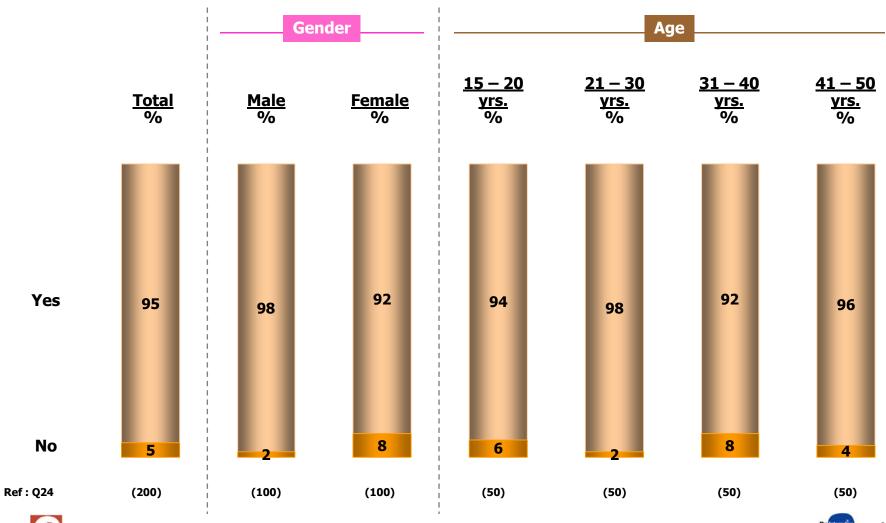
Performance of "M-150" Billboard (Cont'd)

 Males in 21-30 yrs. are more persuaded because of the attractive "star" logo and background color.





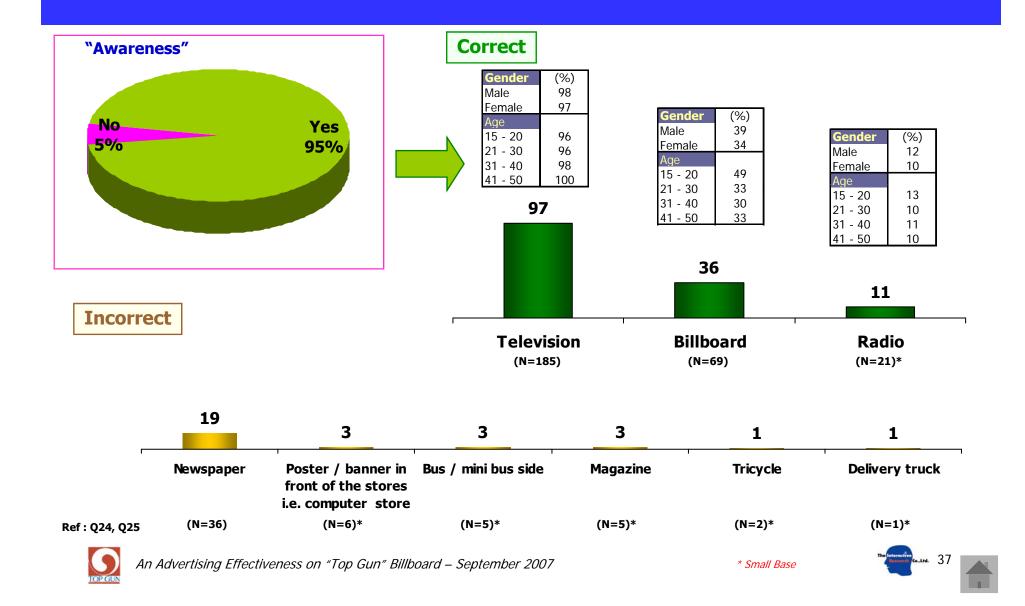
Awareness of "M-150" Ad



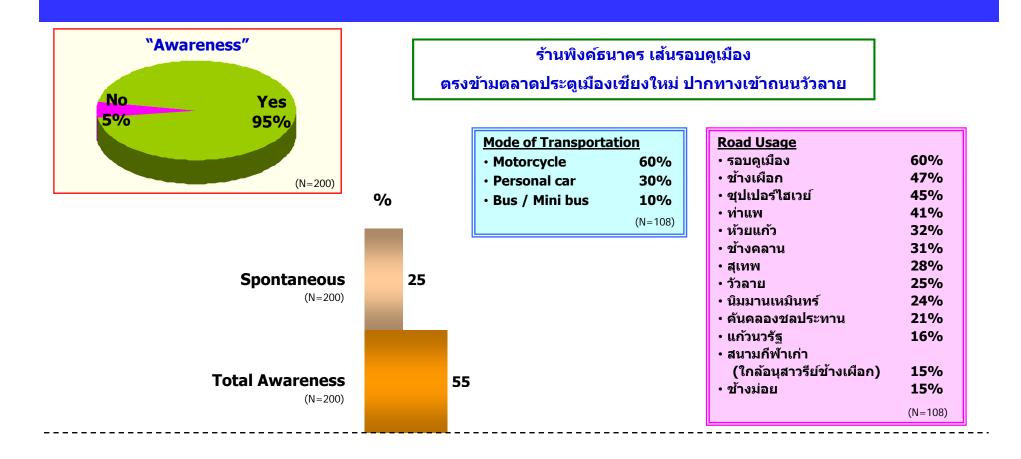




Source of Awareness of "M-150" Ad



Awareness of "M-150" Billboard



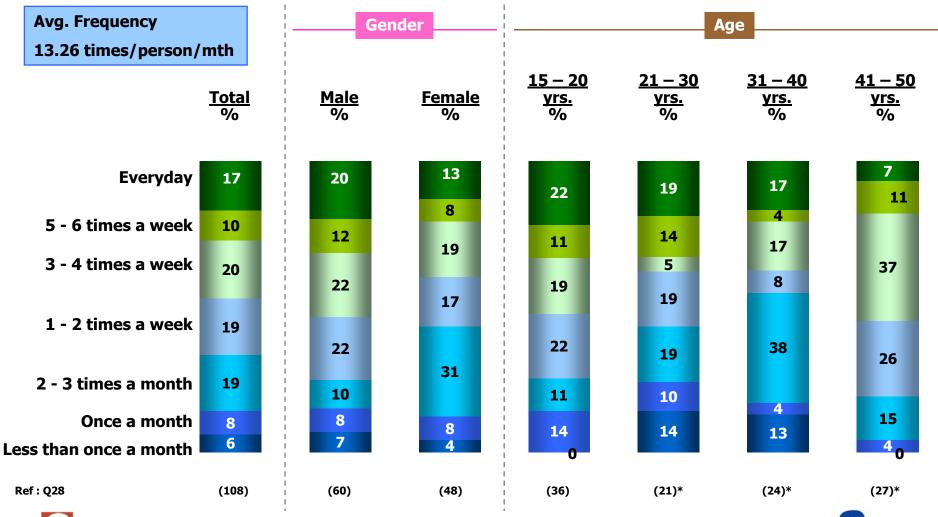
Ref: Q24, Q26, Q27







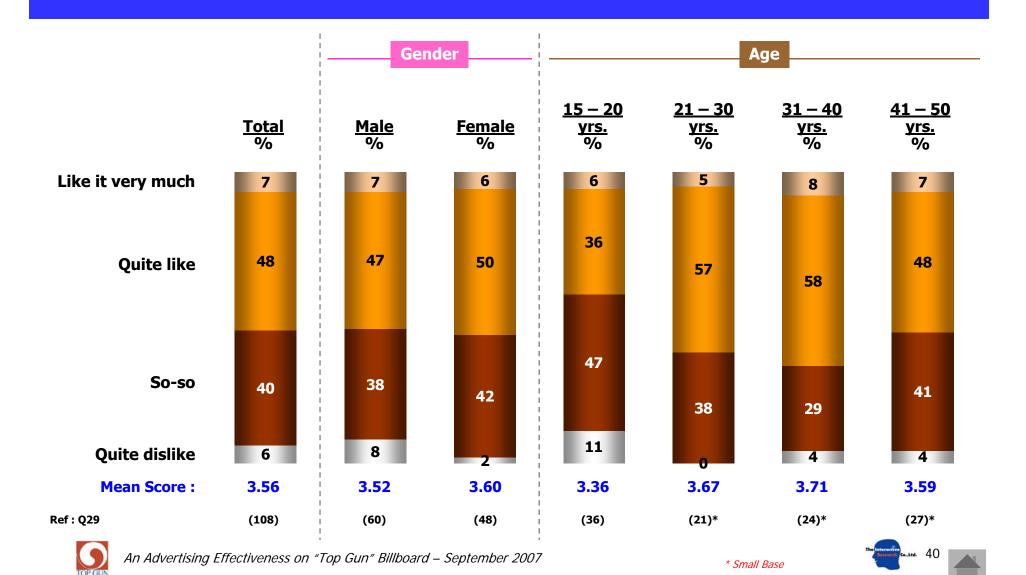
Seeing Frequency of "M-150" Billboard



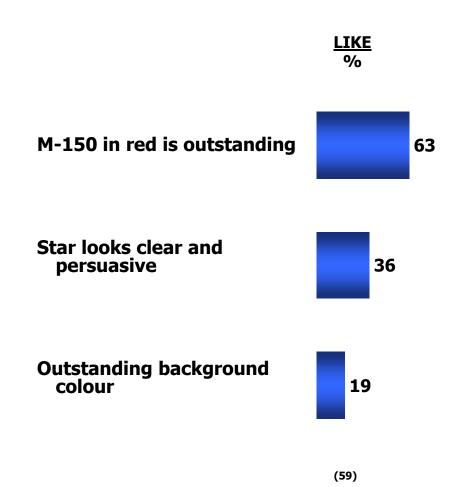




Preference of "M-150" Billboard



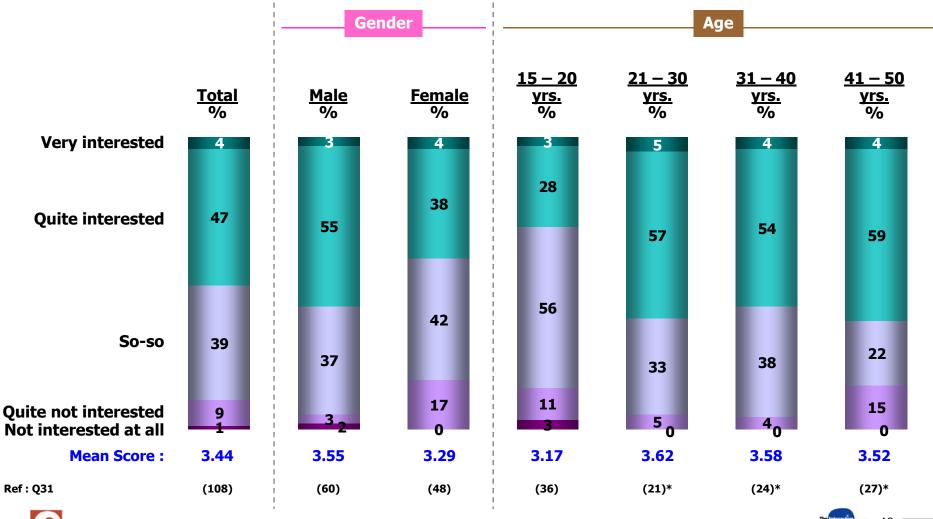
Reasons for "Liking / Disliking"



Ref : Q30



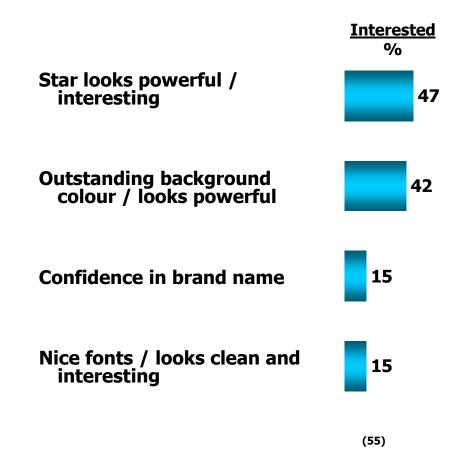
Persuasion of "M-150"







Reasons for "Interest / Not Interest"





Ref : Q32



"Clinic Clear"

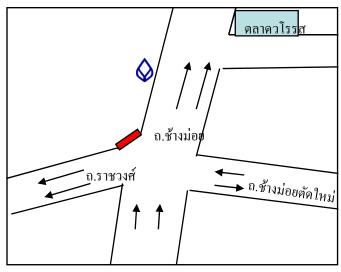




"Clinic Clear" Billboard

D.1 – ร้านวัฒนาพรโอสถ





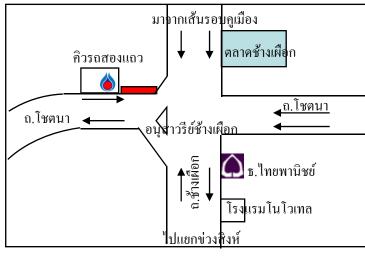




"Clinic Clear" Billboard

D.2 – ร้าน ป. สุวรรณ





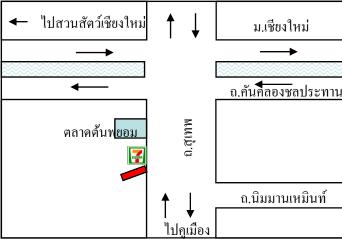




"Clinic Clear" Billboard

D.3 – แยกนิมมานเหมินทร์







Performance of "Clinic Clear" Billboard

- The advertising awareness of "Clinic Clear" is extremely high (95%).
- Television plays an important role to establish "Clinic Clear" advertising awareness, followed by magazine, newspaper and billboard.
- Among the 3 billboards, "Clinic Clear" at "ที่แยกนิมมานเหมินทร์ ถนนสุเทพ ใกล้ตลาดตัน พยอม" (29%) performs somewhat better than those at "ร้านวัฒนาพรโอสถ ถนนช้างม่อย ตัดกับถนนราชวงศ์ ทางไปตลาดวโรรส" (21%) and at "ร้าน ป. สุวรรณ บริเวณอนุสาวรีย์ ช้างเผือก มุ่งหน้าเส้นรอบคูเมือง" (23%).
- In terms of seeing frequency, "Clinic Clear" at "ร้านวัฒนาพรโอสถ ถนนช้างม่อยตัดกับถนน ราชวงศ์ ทางไปตลาดวโรรส" is more exposed to respondents on the average of 3-4 times a week while the other two billboards are seen at 1-2 times a week.
- "Clinic Clear" billboard is highly attracted to younger males.





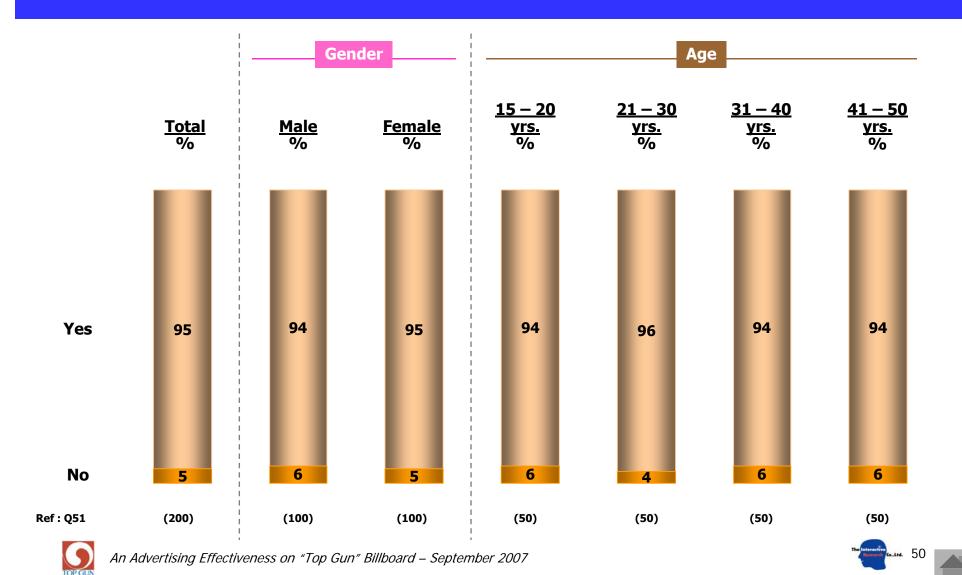
Performance of "Clinic Clear" Billboard (Cont'd)

- The copy of "no dandruff, get closer" sounds more persuasive. Additionally, "clear fonts / easy to read" is also admired.
- "Too dark color" is a sole criticism which is made by very few respondents.

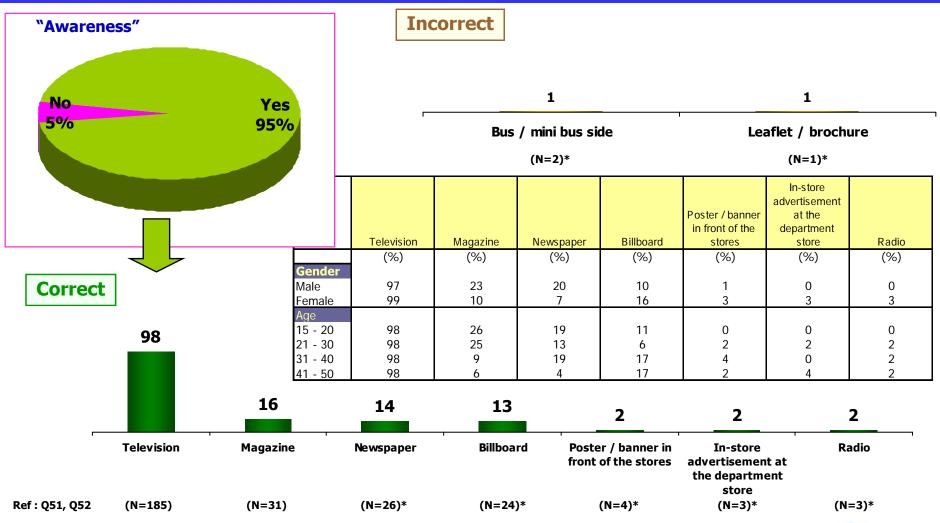




Awareness of "Clinic Clear" Ad



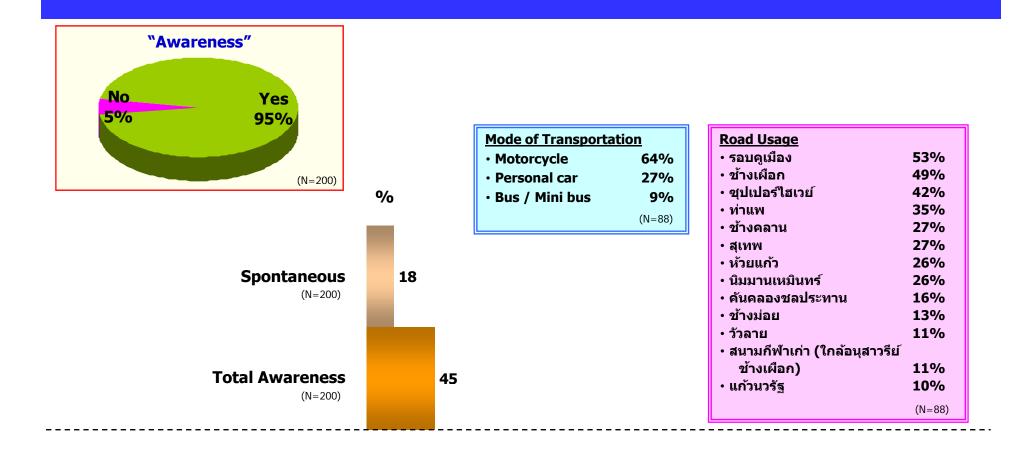
Source of Awareness of "Clinic Clear" Ad







Awareness of "Clinic Clear" Billboard (Any)



Ref: Q51, Q53, Q54







Awareness of "Clinic Clear" Billboard



ร้านวัฒนาพรโอสถ ถนนช้างม่อยตัดกับถนนราชวงศ์ ทางไปตลาดวโรรส

Mode of Transportation • Motorcycle 58%

- Personal car 35%
- Bus / Mini bus

8% (N=40)

Road Usage • ชปเปอร์ไฮเวย์

• รอบคูเมือง	50%
• ช้างเผือก	38%
• ท่าแพ	35%
• ช้างคลาบ	330%

- ห้วยแก้ว 15%
- สุเทพ 15% • สนามกีฬาเก่า
- ั ผน เมกพาเกา (ใกล้อนุสาวรีย์ช้างเผือก) 13%
- ช้างม่อย ่ 13%
- แก้วนวรัฐ 13%
- นิมมานเหมินทร์ 8%
- วัวลายเจริญเมือง8%
 - ัญเมือง **8%** (N=40)

Ref: Q51, Q53, Q54







53%

%

11

21

Spontaneous

Total Awareness

(N=200)

(N=200)

Awareness of "Clinic Clear" Billboard



ร้าน ป. สุวรรณ บริเวณอนุสาวรีย์ช้างเผือก มุ่งหน้าเส้นรอบคูเมือง

Mode of Transportation 57% Motorcycle Personal car 30% · Bus / Mini bus 14%

(N=44)

Road Usage	
• รอบคูเมือง	57%
• ช้างเผือก	52%
• ชุปเปอร์ไฮเวย์	46%
• ท่าแพ	32%
• ช้างคลาน	30%
• ห้วยแก้ว	21%
• วัวลาย	18%
• ช้างม่อย	16%
• สุเทพ	14%
• นิมมานเหมินทร์	14%
• สนามกีฬาเก่า	
(ใกล้อนุสาวรีย์ช้างเผือก)	14%
• คันคลองชลประทาน	7%
• แก้วนวรัฐ	7%
• วังสิงห์คำ (เลียบแม่น้ำปิง	
ฝั่งกาด ด [ื] อกไม้)	7%
	(N=44)

Ref: Q51, Q53, Q54





%

11

23

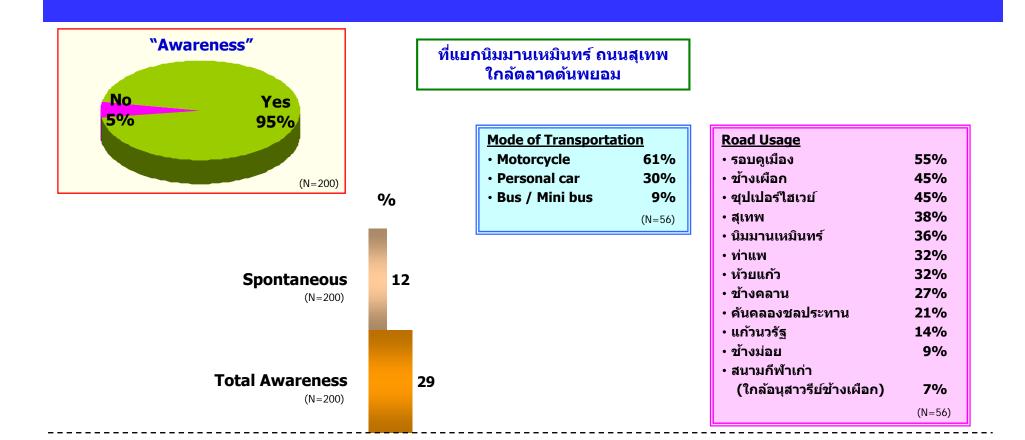
Spontaneous

Total Awareness

(N=200)

(N=200)

Awareness of "Clinic Clear" Billboard



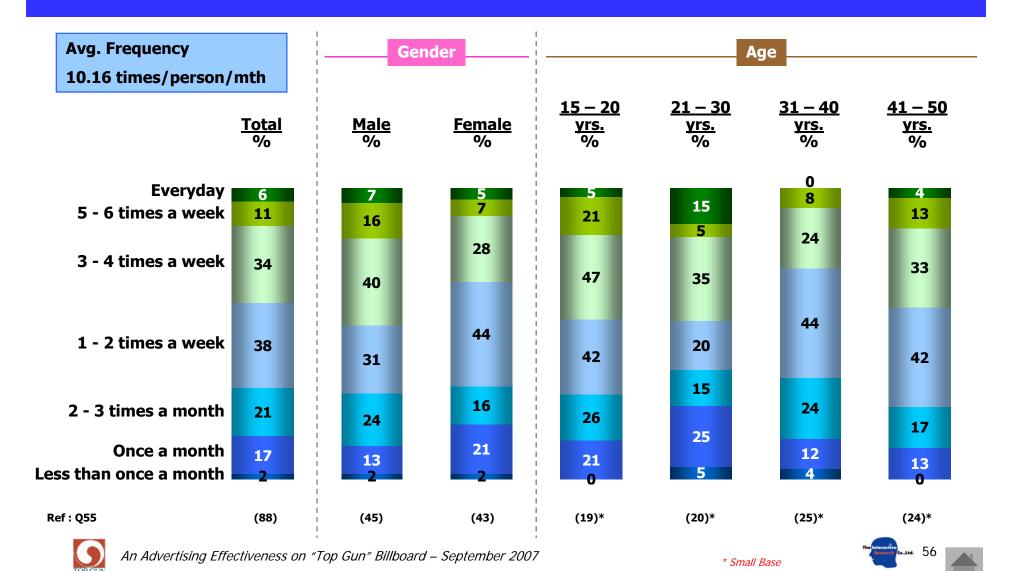
Ref: Q51, Q53, Q54





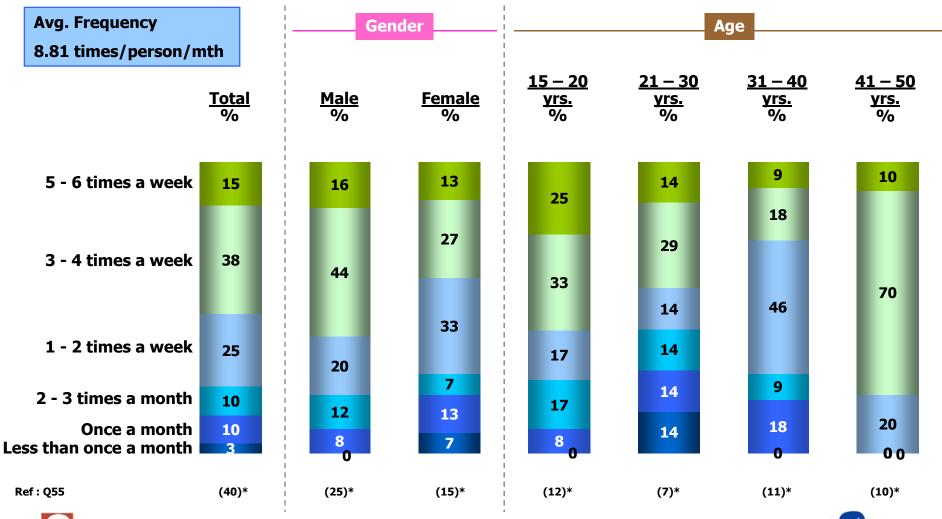


Seeing Frequency of "Clinic Clear" Billboard (Any)



Seeing Frequency of "Clinic Clear" Billboard

ร้านวัฒนาพรโอสถ ถนนข้างม่อยตัดกับถนนราชวงศ์ ทางไปตลาดวโรรส

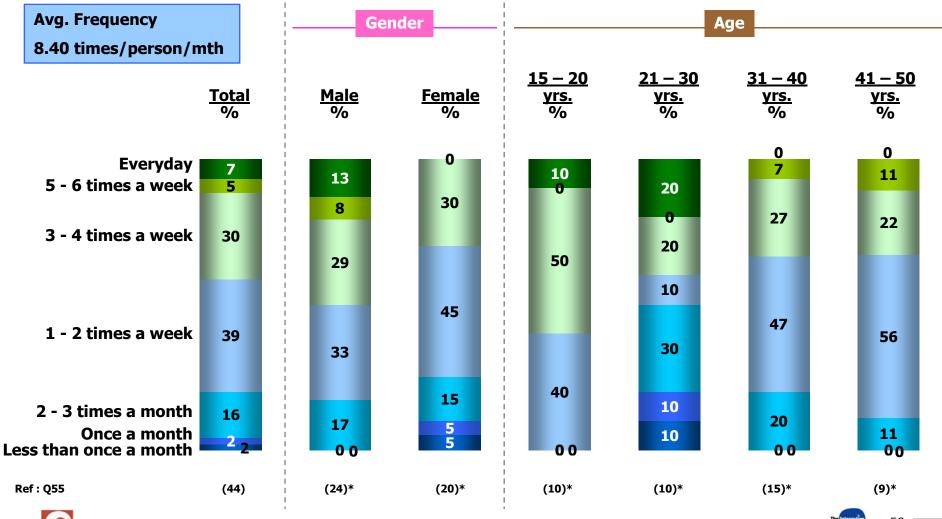






Seeing Frequency of "Clinic Clear" Billboard

ร้าน ป. สุวรรณ บริเวณอนุสาวรีย์ช้างเผือก มุ่งหน้าเส้นรอบคูเมือง

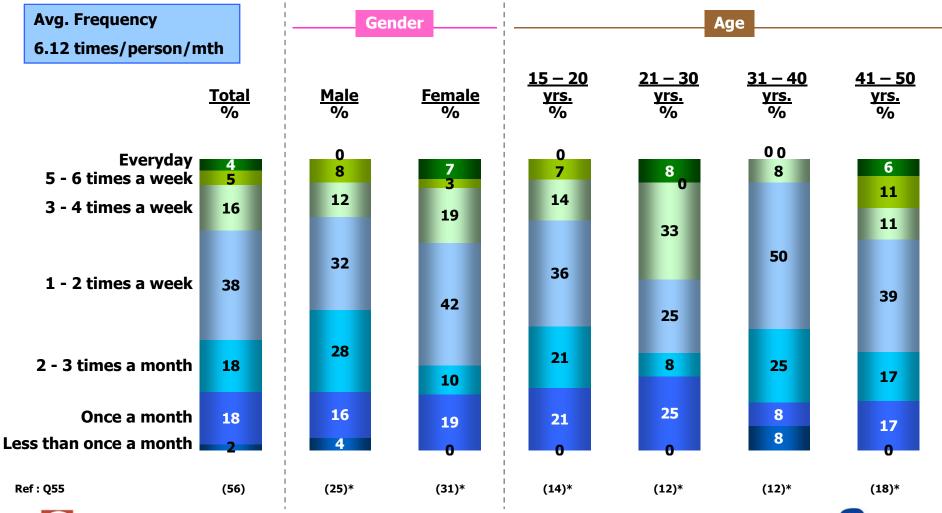






Seeing Frequency of "Clinic Clear" Billboard

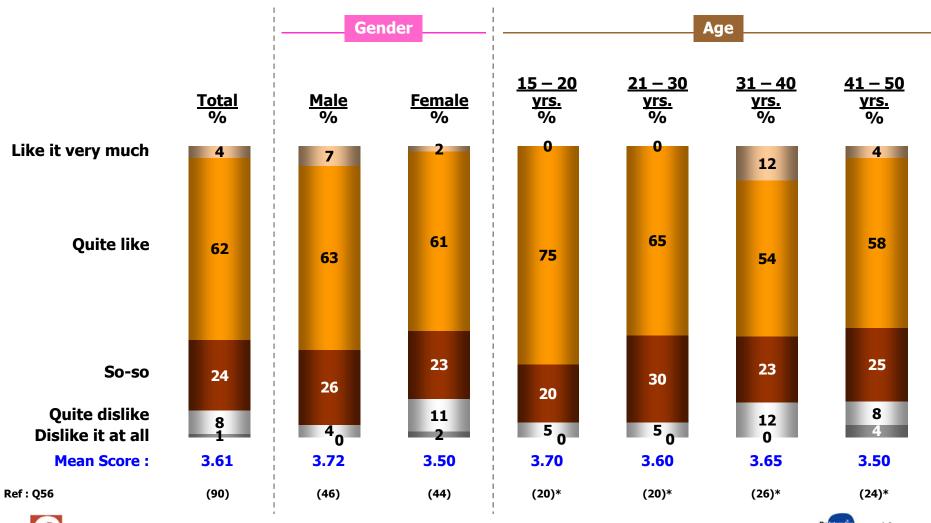
ที่แยกนิมมานเหมินทร์ ถนนสุเทพ ใกล้ตลาดต้นพยอม







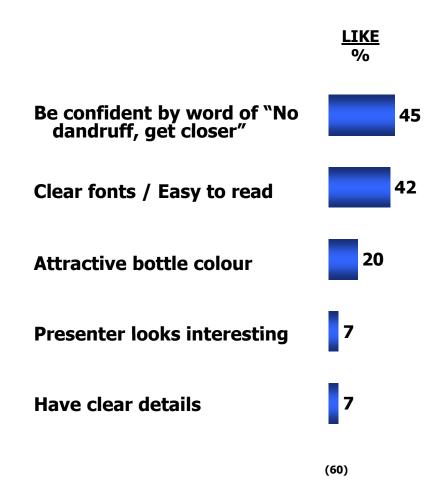
Preference of "Clinic Clear" Billboard







Reasons for "Liking / Disliking"

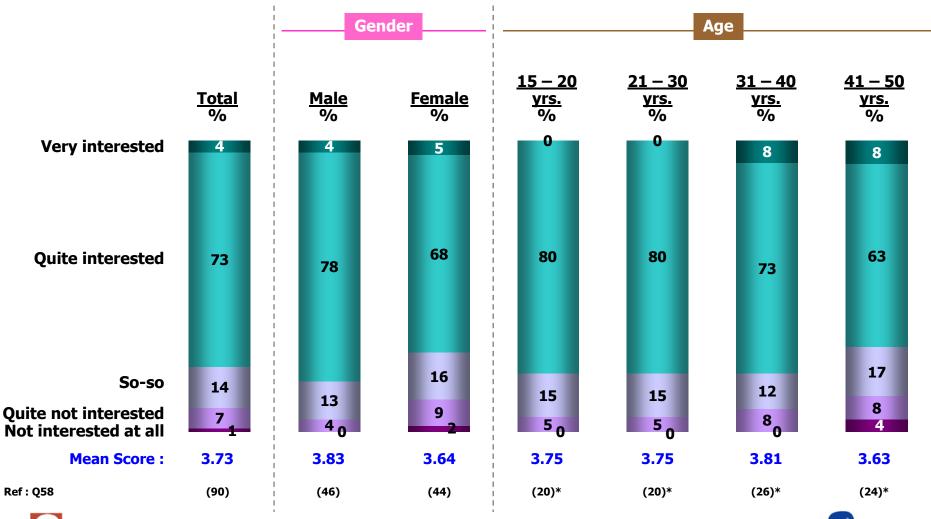


TOP GUN

Ref: Q57



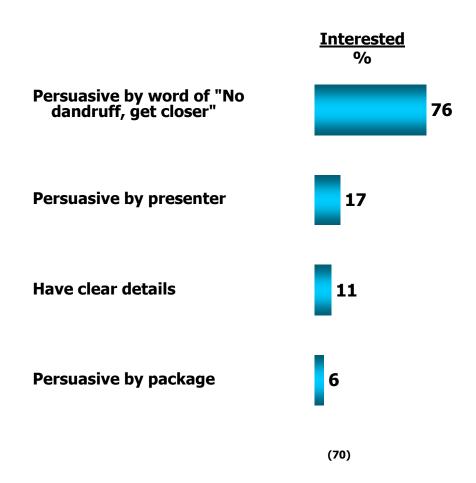
Persuasion of "Clinic Clear"







Reasons for "Interest / Not Interest"





Ref: Q59





"OMO"

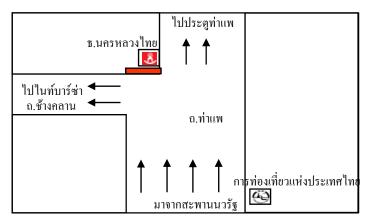




"Omo" Billboard

0.1 – ทางเข้าไนท์บาร์ช่า

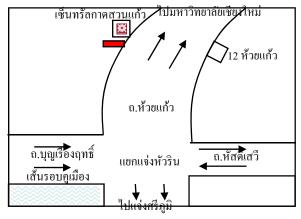




Note: OMO Ad had been on for 15 days before conducting research.

0.2 – เช็นทรัลกาดสวนแก้ว







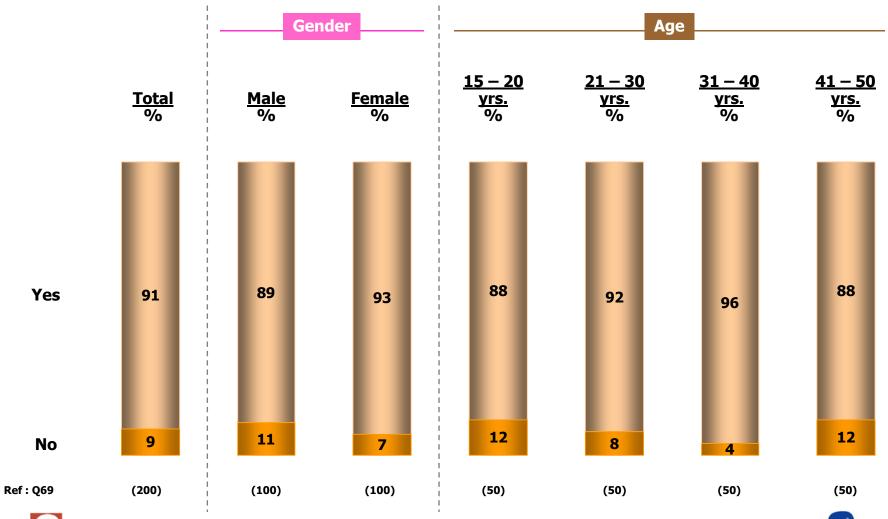
Performance of "Omo" Billboard

- "Omo" advertising awareness is well performed (91%). Its recognition is through television and followed by billboard.
- Between the two billboards, "Omo" at "เช็นทรัลกาดสวนแก้ว ถ.ห้วยแก้ว ทางไป ม. เชียงใหม่" (34%) is much performed than that at "ทางเข้าไนท์บาร์ช่า หน้าธนาคารนคร หลวงไทย ถ.ท่าแพ" (18%) in terms of total awareness.
- However, "Omo" billboard at "ทางเข้าในท์บาร์ช่า หน้าธนาคารนครหลวงไทย ถ.ท่าแพ" has seen more often (3-4 times a week) than that at "เช็นทรัลกาดสวนแก้ว ถ.หัวยแก้ว ทางไปม.เชียงใหม่" (1-2 times a week).
- It is also well liked and highly attracted by majority of respondents in particular females because of the wordings "extremely white" together with the persuasive presenter. Moreover, the whitening measured strip is also admired.





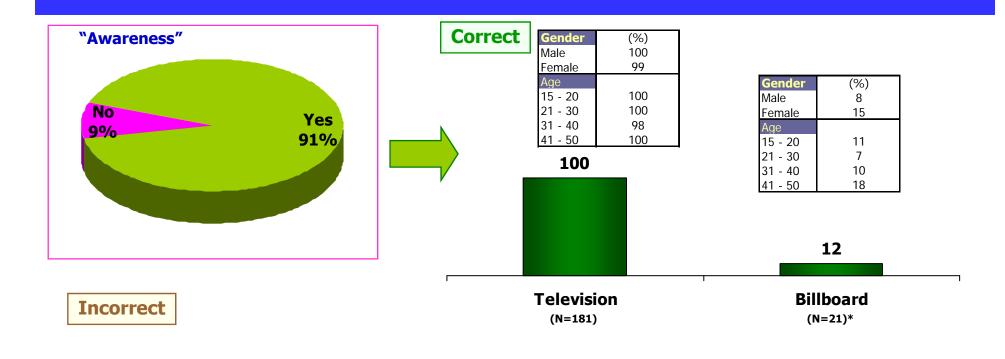
Awareness of "Omo" Ad







Source of Awareness of "Omo" Ad



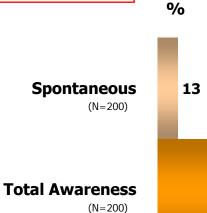
_	19	6	4	1	1	1	1	1	1
·	Newspaper	Magazine	Radio	Poster / banner in front of the stores	Leaflet / brochure	In-store advertisement at the department store	Delivery truck	Booth at the sidewalk	Bus / mini bus side
Ref : Q69, Q70	(N=35)	(N=10)*	(N=7)*	(N=2)*	(N=1)*	(N=1)*	(N=1)*	(N=1)*	(N=1)*





Awareness of "Omo" Billboard (Any)





Mode of Transportation Motorcycle 64% 29% Personal car • Bus / Mini bus 7% (N=76)

Road Usage	
• รอบคูเมือง	57%
• ชุปเปอร์ไฮเวย์	47%
• ช้ำงเผือก	41%
• ท่าแพ	38%
• สุเทพ	30%
• หัวยแก้ว	28%
• ช้างคลาน	25%
• นิมมานเหมินทร์	22%
• วัวลาย	20%
• คันคลองชลประทาน	17%
• ช้างม่อย	13%
• เจริญเมือง	11%
• มหิดล	11%
	(N=76)

Ref: Q69, Q71, Q72







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Awareness of "Omo" Billboard



ทางเข้าในท์บาร์ช่า หน้าธนาคารนครหลวงไทย ถ.ท่าแพ

Mode of Transportation

- Motorcycle
- Personal car
- · Bus / Mini bus

3% (N=36)

69%

28%

Road Usage

- ชุปเปอร์ไฮเวย์ 53% • รอบคูเมือง 44%
- ช้างเผือก 44%
- ท่าแพ 33% • ช้างคลาน 28%
- เจริญเมือง 22%
- ห้วยแก้ว 17%
- วัวลาย 14%
- ช้างม่อย 14%
- แก้วนวรัฐ 14%
- สเทพ 11%
- นิมมานเหมินทร์ 11%
- สนามกีฬาเก่า (ใกล้อนุสาวรีย์ช้างเผือก) 11%

(N=36)

Ref: Q69, Q71, Q72







%

8

18

Spontaneous

Total Awareness

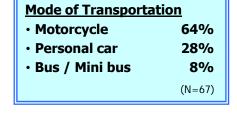
(N=200)

(N=200)

Awareness of "Omo" Billboard



เข็นทรัลกาดสวนแก้ว ถ.ห้วยแก้ว ทางไป ม.เชียงใหม่



Road Usage	
• รอบคูเมือง	58%
• ชุปเปอร์ไฮเวย์	49%
• ช้างเผือก	42%
• ท่าแพ	37%
• สุเทพ	33%
• ห้วยแก้ว	28%
• นิมมานเหมินทร์	24%
• ช้างคลาน	21%
• วัวลาย	21%
• คันคลองชลประทาน	18%
• ช้างม่อย	12%
• มหิดล	12%
• เจริญเมือง	9%
• แก้วนวรัฐ	9%
	(N=67)

Ref: Q69, Q71, Q72





%

11

34

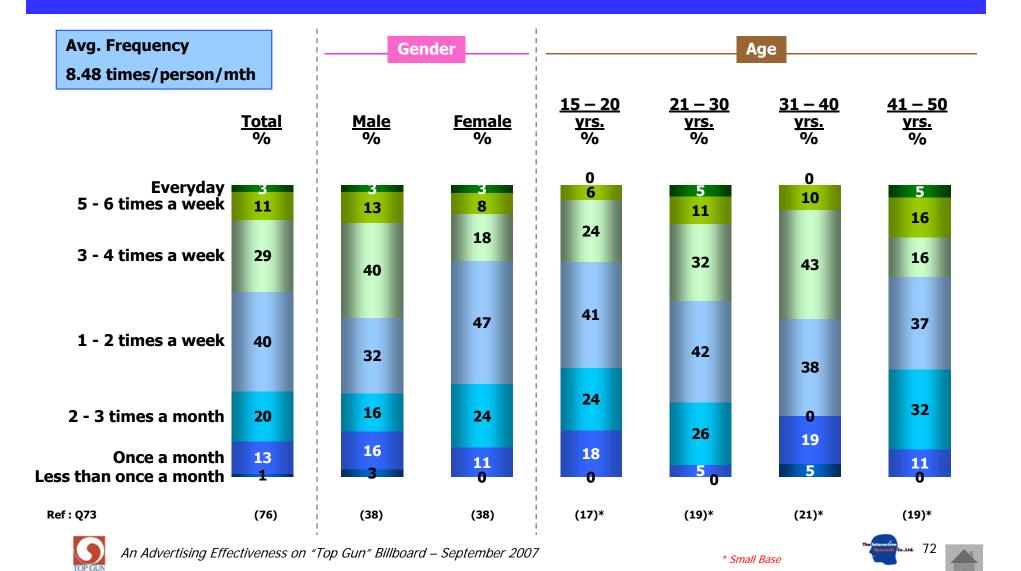
Spontaneous

Total Awareness

(N=200)

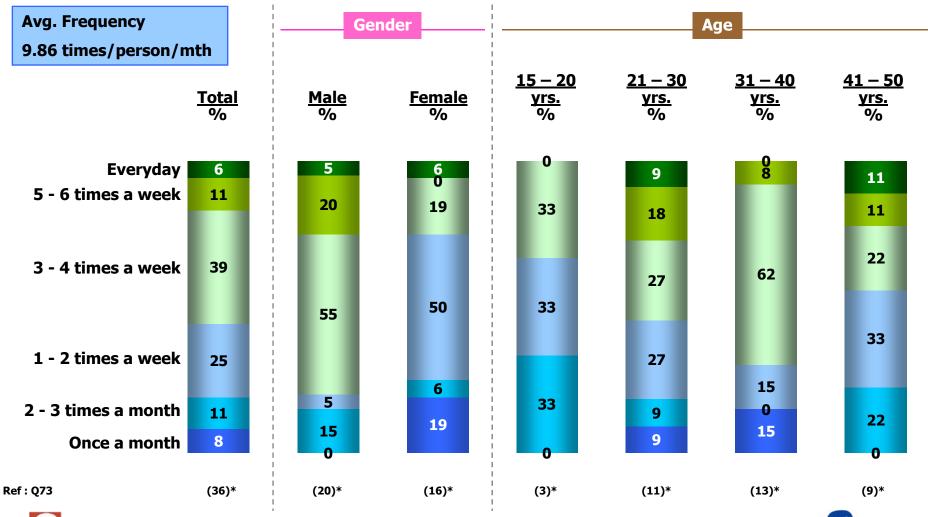
(N=200)

Seeing Frequency of "Omo" Billboard (Any)



Seeing Frequency of "Omo" Billboard

ทางเข้าในท์บาร์ซ่า หน้าธนาคารนครหลวงไทย ถ.ท่าแพ

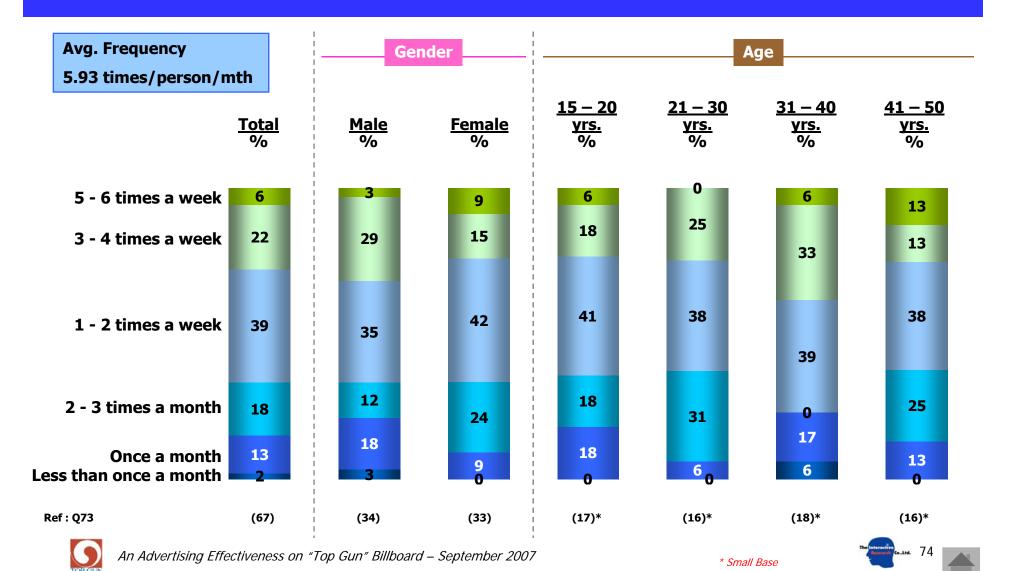




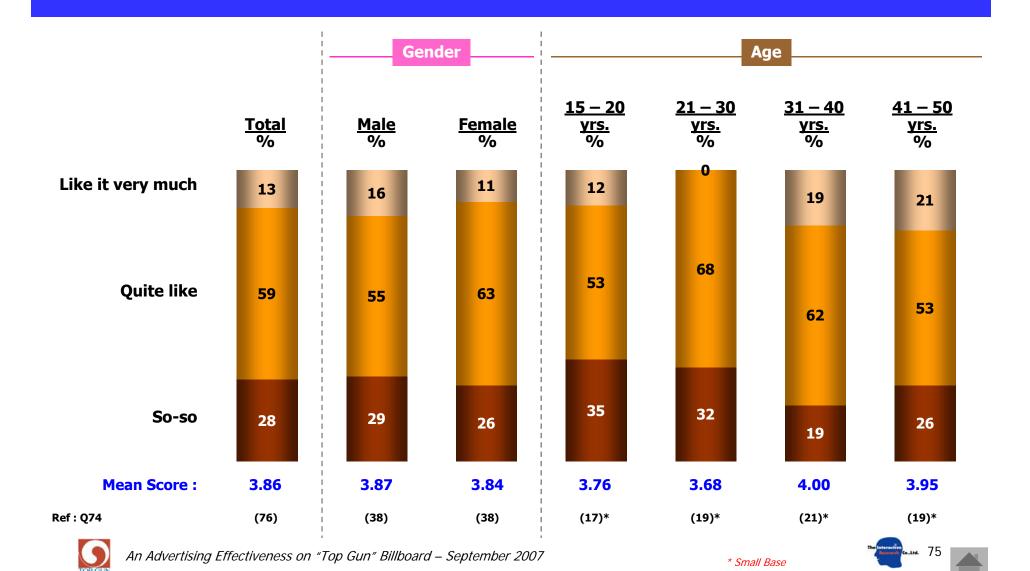


Seeing Frequency of "Omo" Billboard

เข็นทรัลกาดสวนแก้ว ถ.หัวยแก้ว ทางไป ม.เชียงใหม่



Preference of "Omo" Billboard



Reasons for "Liking"

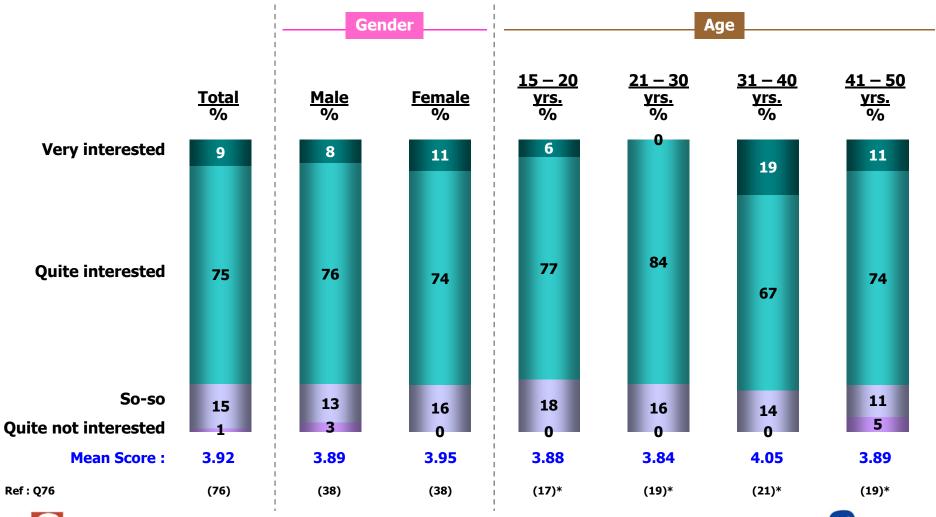
	<u>LIKE</u> %
Extremely white conveys cleanliness	44
Persuaded by presenter	31
Like whitening measured strip / conveys cleanliness	20
Bright and clear colour	15
Have product details informed	2
White clothes on presenter conveys cleanliness	2
	(55)



Ref : Q75



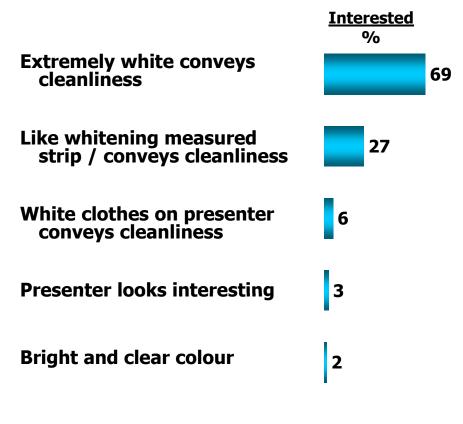
Persuasion of "Omo"







Reasons for "Interest / Not Interest"



Ref: Q77

(64)







"Car4Cash"

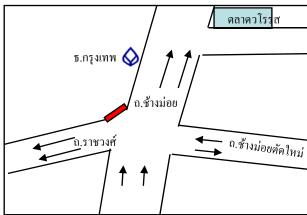




"Car for Cash" Billboard

C.1 - ร้านวัฒนาพรโอสถ

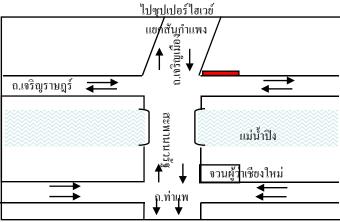




Note: Car4Cash at Wattanaporn Ostoch was took ad out before conducting research.

C.2 – สะพานนวรัฐ 3







Performance of "Car for Cash" Billboard

- The advertising awareness of "Car for Cash" is registered at 64%. Most of respondents are able to recall it correctly through the television, followed by billboard, newspaper and magazine.
- Comparing two billboards of "Car for Cash", it is found that the billboard at "สะพานนว รัฐ มุ่งหน้า ถนนเจริญเมือง ไปชุปเปอร์ไฮเวย์ แยกสันกำแพง" performed somewhat better than that of "ร้านวัฒนาพรโอสถ บนถนนช้างม่อย ตัดกับถนนราชวงศ์ ทางไปตลาดวโรรส" at 26% and 14% respectively.
- Average seeing frequency of both billboards is found on 1-2 times a week.
- The overall preference performs moderately at 3.46. Females are more attracted to this billboard than its counterparts.
- Points of appreciation are cited as following :
 - Clear information / easy to understand
 - Big fonts / easy to read
 - Have phone number to contact

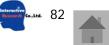




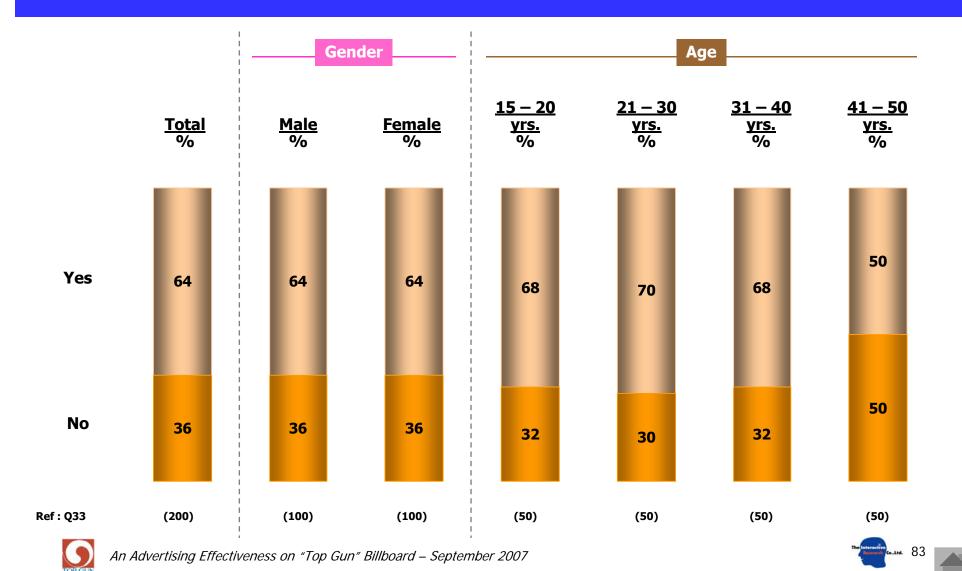
Performance of "Car for Cash" Billboard (Cont'd)

- On the other hand, the dissatisfactions are made to "not interesting presenter", "white background" and "no product details".
- Its persuasion (3.58) is somewhat better than that of the preference. "Phone number" together with "clear information / easy to understand" are highly admired while "no persuasive points" and "not interesting presenter" are criticized by some respondents.

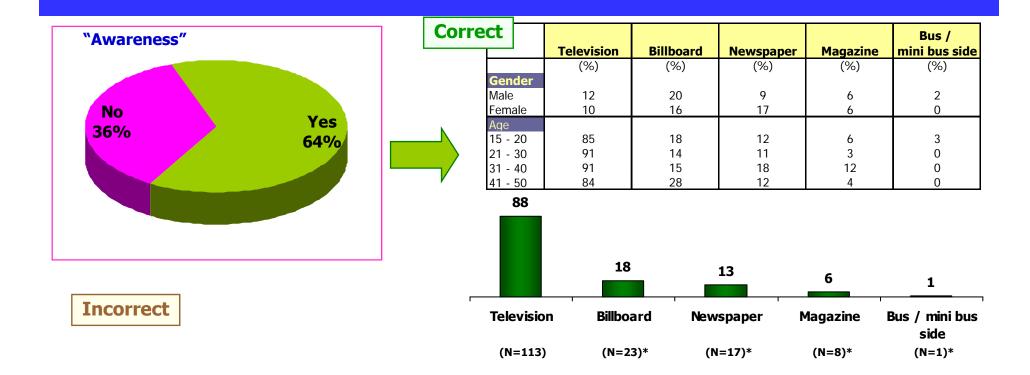




Awareness of "Car for Cash" Ad



Source of Awareness of "Car for Cash" Ad

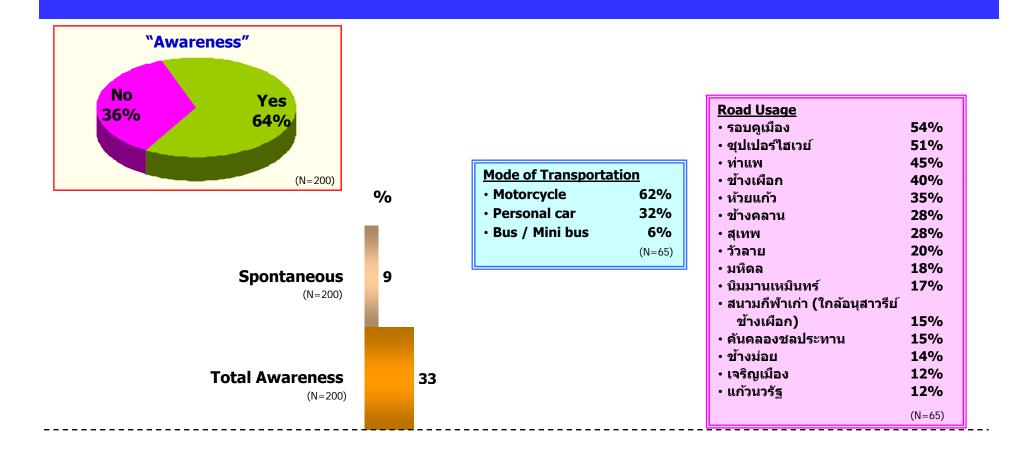


	2	2	2	1
	In-store advertisement at the department store	Leaflet / brochure	Radio	Poster / banner in front of the company
Ref : Q33, Q34	(N=3)*	(N=2)*	(N=2)*	(N=1)*





Awareness of "Car for Cash" Billboard (Any)



Ref: Q33, Q35, Q36







Awareness of "Car for Cash" Billboard



ร้านวัฒนาพรโอสถ บนถนนช้างม่อย ตัดกับถนนราชวงศ์ ทางไปตลาดวโรรส

Spontaneous
(N=200)

Total Awareness 14

Mode of Transportation • Motorcycle 74%

Personal carBus / Mini bus4%

(N=27)*

• รอบคูเมือง	56%
• ชุปเปอร์ไฮเวย์	56%
• ช้างเผือก	41%
• ท่าแพ	37%
• ห้วยแก้ว	33%
• ช้างคลาน	30%
• สุเทพ	26%
• นิมมานเหมินทร์	15%
• คันคลองชลประทาน	15%
• ช้างม่อย	15%
• แก้วนวรัฐ	15%
• มหิดล	15%
• วัวลาย	11%

สนามกีฬาเก่า
 (ใกล้อนุสาวรีย์ช้างเผือก)

Road Usage

(ใกล้อนุสาวรีย์ช้างเผือก) 11% ∙ เจริญเมือง 11%

(N=27)*

Ref: Q33, Q35, Q36







(N=200)

Awareness of "Car for Cash" Billboard



Total Awareness

(N=200)

สะพานนวรัฐ มุ่งหน้า ถนนเจริญเมือง ไปชุปเปอร์ไฮเวย์ แยกสันกำแพง

Mode of Transportation

- 56%
- 37%
- 8%

(N=52)

Road Usage

• รอบคูเมอง	54%
• ชุปเปอร์ไฮเวย์	48%
• ท่าแพ	46%
• ช้างเผือก	44%
• หัวยแก้ว	33%
• ช้างคลาน	29%
• สุเทพ	25%
• วัวลาย	25%

• สนามกีฬาเก่า

(ใกล้อนุสาวรีย์ช้างเผือก) 17% • มหิดล 17%

• นิมมานเหมินทร์ 14%

• ช้างม่อย 14% • คันคลองชลประทาน 12%

• เจริญเมือง 12%

• แก้วนวรัฐ 12%

(N=52)

Ref: Q33, Q35, Q36

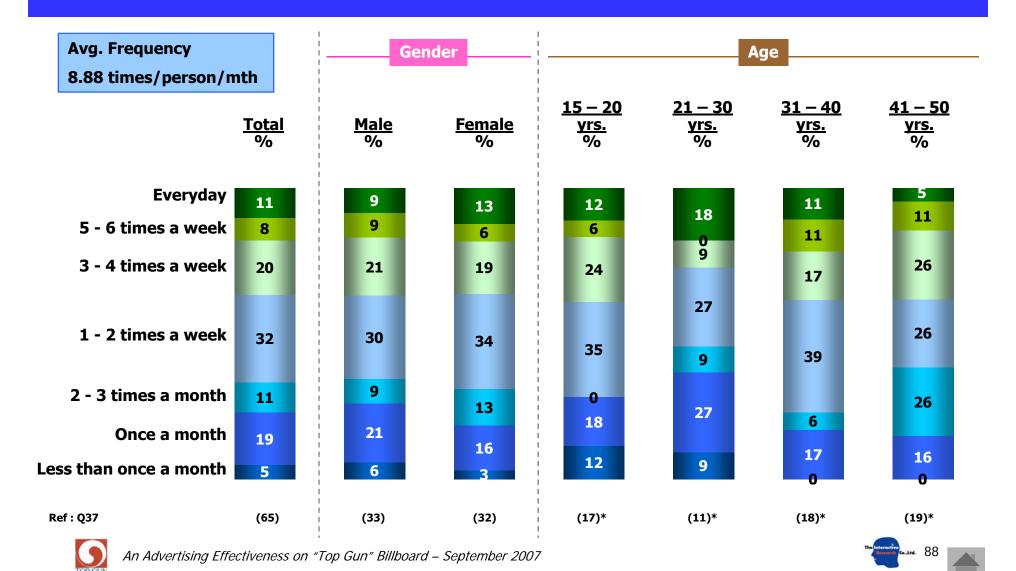






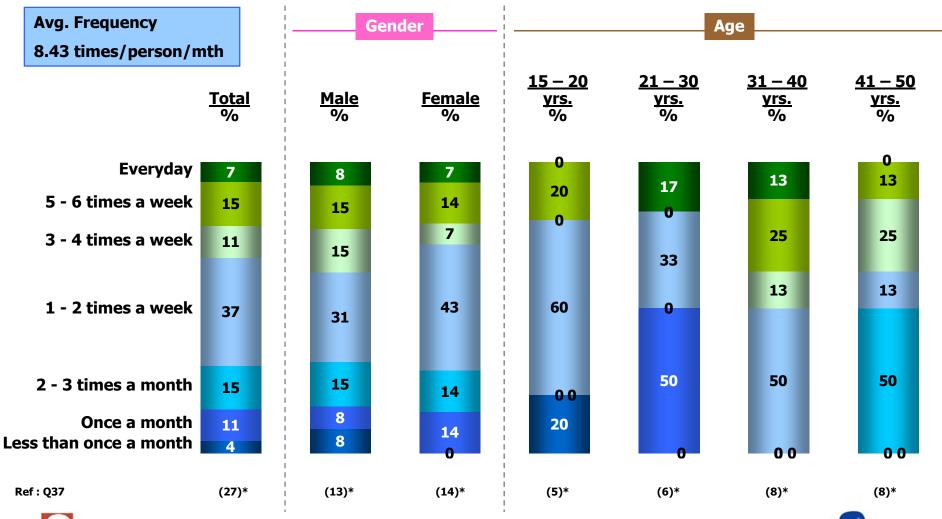
26

Seeing Frequency of "Car for Cash" Billboard (Any)



Seeing Frequency of "Car for Cash" Billboard

ร้านวัฒนาพรโอสถ บนถนนช้างม่อย ตัดกับถนนราชวงศ์ ทางไปตลาดวโรรส

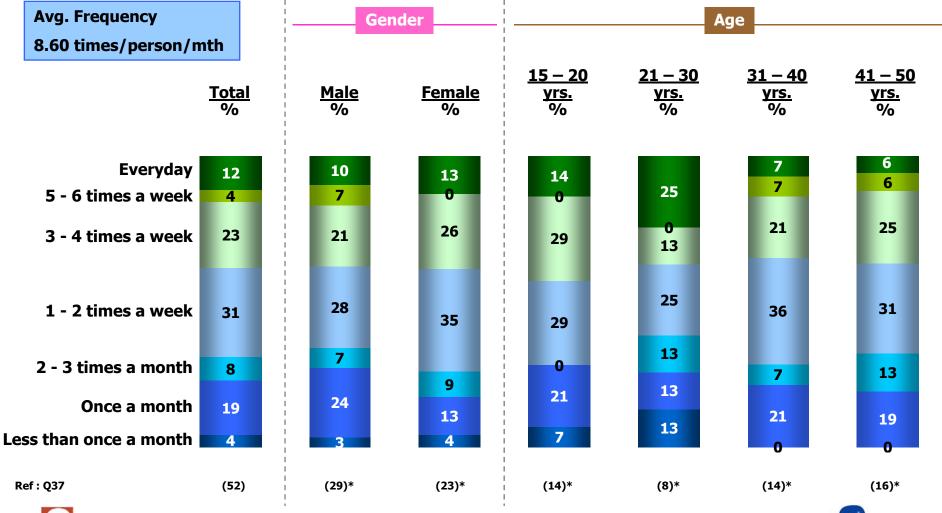






Seeing Frequency of "Car for Cash" Billboard

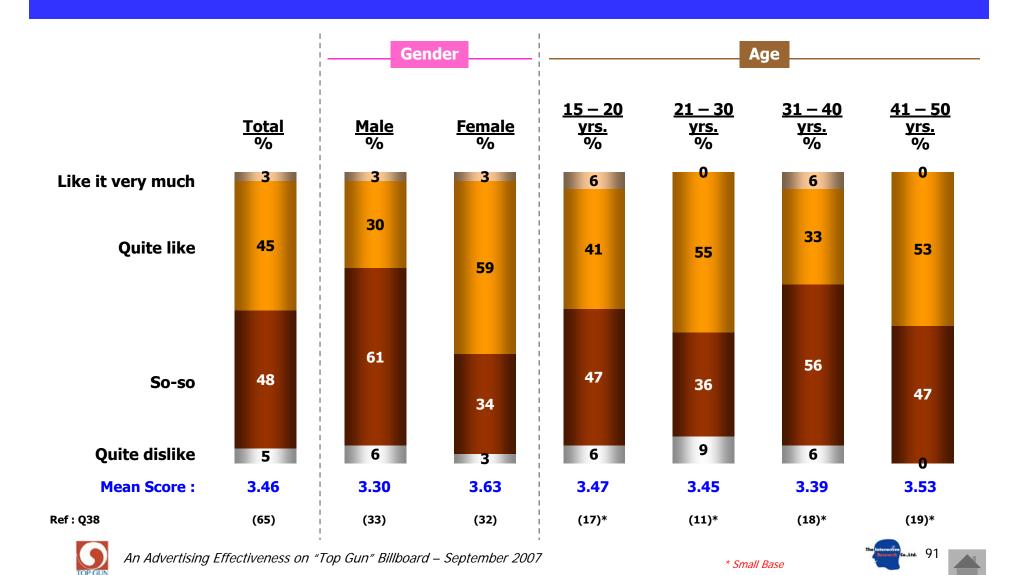
สะพานนวรัฐ มุ่งหน้า ถนนเจริญเมืองไปชุปเปอร์ไฮเวย์ แยกสันกำแพง







Preference of "Car for Cash" Billboard



Reasons for "Liking / Disliking"

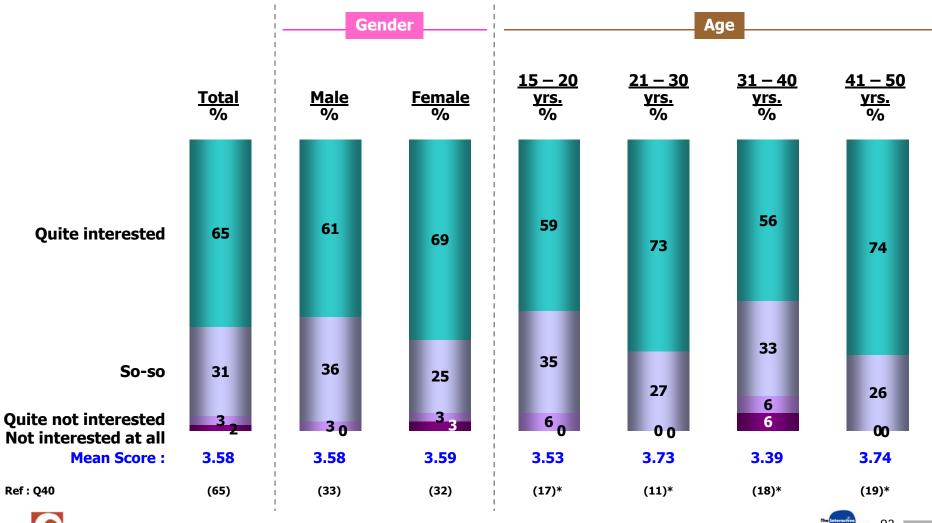
	LIKE %
Have clear information / easy to understand	39
Big fonts / easy to read	36
Have phone number / not complicated to contact	19
Bright billboard color looks outstanding	10
Thinking male presenter looks interesting	10
Have clear car picture	7
Beautiful presenter	3
	(21)

Ref : Q39 (31)





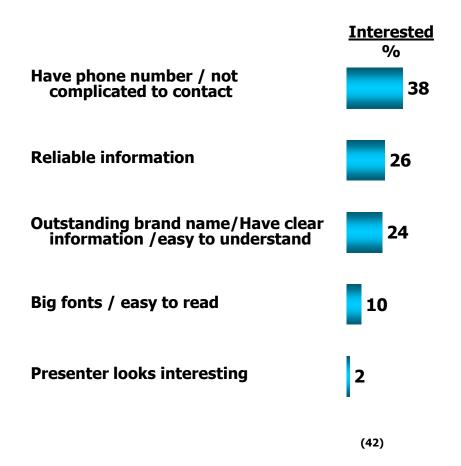
Persuasion of "Car for Cash"







Reasons for "Interest / Not Interest"





Ref : Q41





"HP Printer"

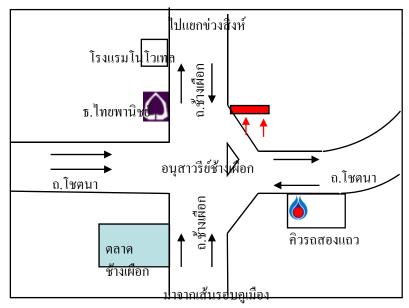




"HP Printer" Billboard



ร้านเมโทรแมชชื่น





Performance of "HP Printer" Billboard

- Nearly 40% of respondents are able to recognize "HP Printer" ad through the channels of billboard (23%), magazine (23%) and newspaper (16%).
- Males in the age range of 15-20 yrs. and 31-40 yrs. are better recalled of "HP Printer" ad than the other subgroups of respondents.
- Considering the "HP Printer" billboard, its spontaneous awareness captures at 6% and 23% for total awareness
- It is clearly shown that this billboard performs well in "seeing frequency". More respondents have been exposed to this billboard on the average of 3-4 times a week particularly among younger females.
- "HP Printer" billboard is somewhat liked (3.64) especially among females (3.73) in the age range of 15-20 yrs. (3.75) and 41-50 yrs. (3.86).





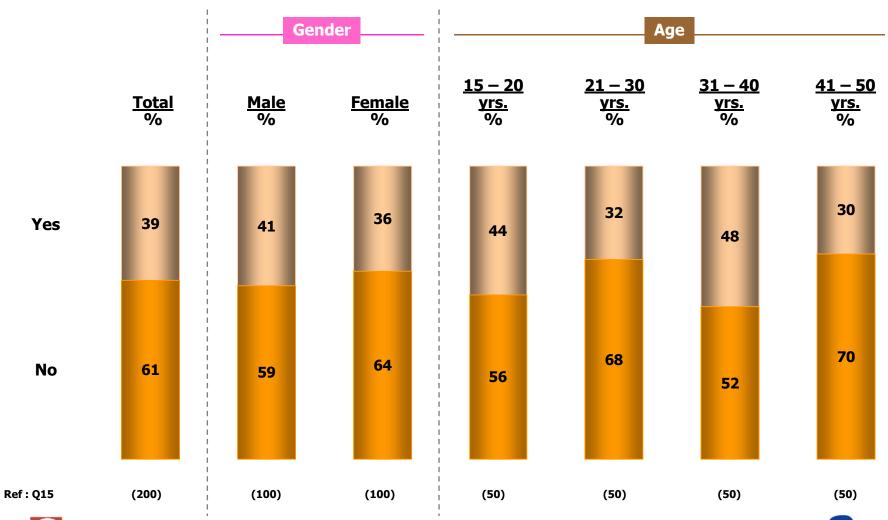
Performance of "HP Printer" Billboard (Cont'd)

- Points of appreciations are cited to :
 - Realistic printed paper (44%)
 - Like the slogan (41%)
 - Various models shown (22%)
- Majority of respondents particularly the younger females are persuaded by this billboard (3.71).
- The persuasion is drawn from "various models shown", "printer pictures and usage informed", "slogan" and "realistic printed paper".
- Very few criticism is found which is revolving around "no usage detailed" and "too dark background".





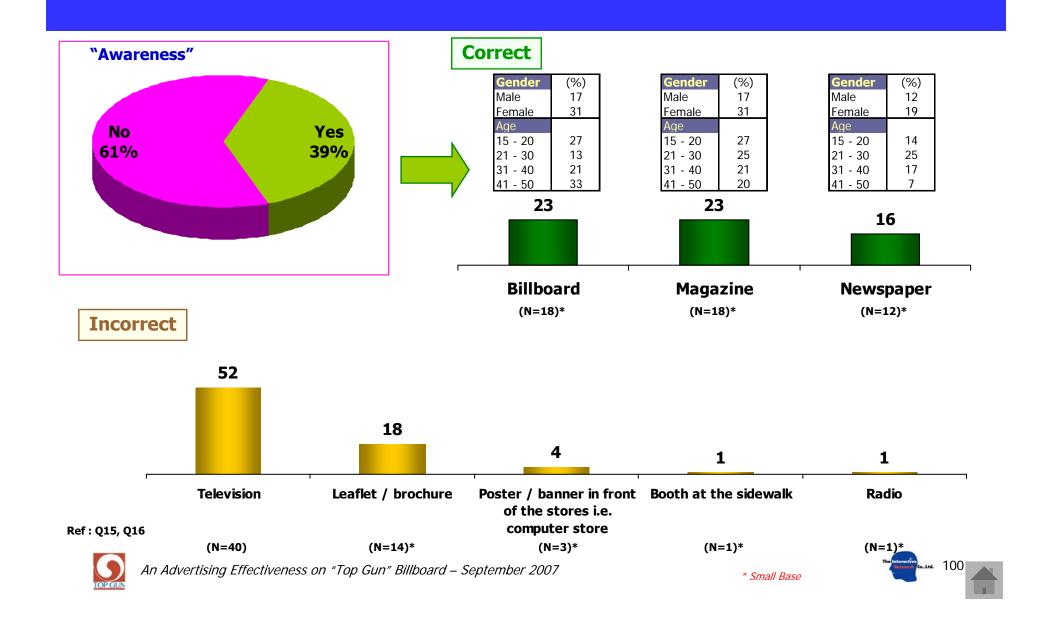
Awareness of "HP Printer" Ad







Source of Awareness of "HP Printer" Ad



Awareness of "HP Printer" Billboard



ร้านเมโทรแมชขีน บริเวณอนุสาวรีย์ช้างเผือก ถนนช้างเผือก มุ่งหน้าแยกข่วงสิงห์

Spontaneous
(N=200)

Total Awareness
(N=200)

Mode of Transportation

• Motorcycle 67%

• Personal car 24%

• Bus / Mini bus 9%

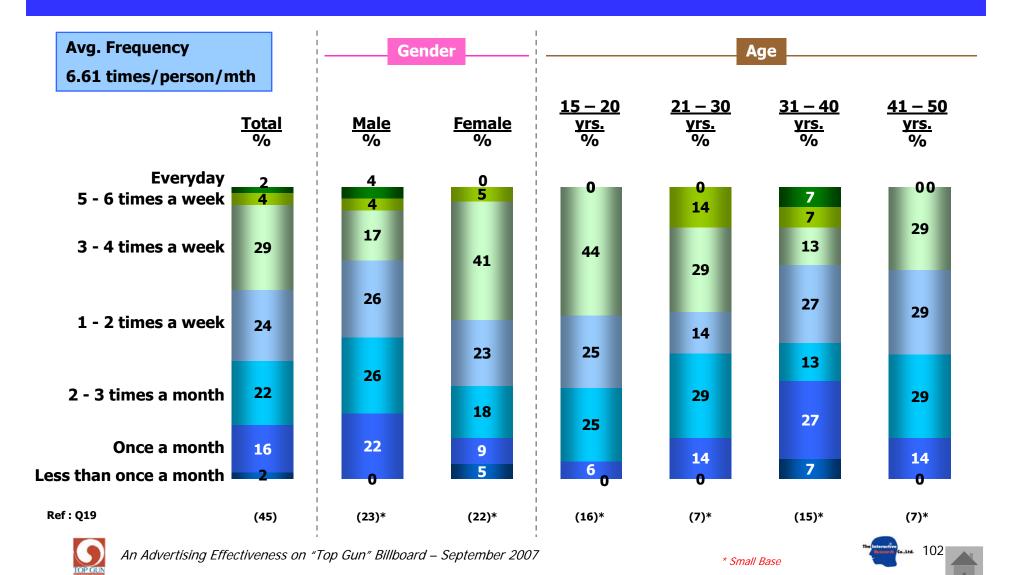
(N=45)

Road Usage	
• รอบคูเมือง	58%
• ชุปเปอร์ไฮเวย์	53%
• ช้างเผือก	44%
• ห้วยแก้ว	29%
• ช้างคลาน	29%
• ท่าแพ	27%
• สุเทพ	24%
• นิมมานเหมินทร์	20%
• สนามกีฬาเก่า	
(ใกล้อนุสาวรีย์ช้างเผือก)	20%
• วัวลาย	18%
• คันคลองชลประทาน	18%
• เจริญเมือง	18%
	(N=45)

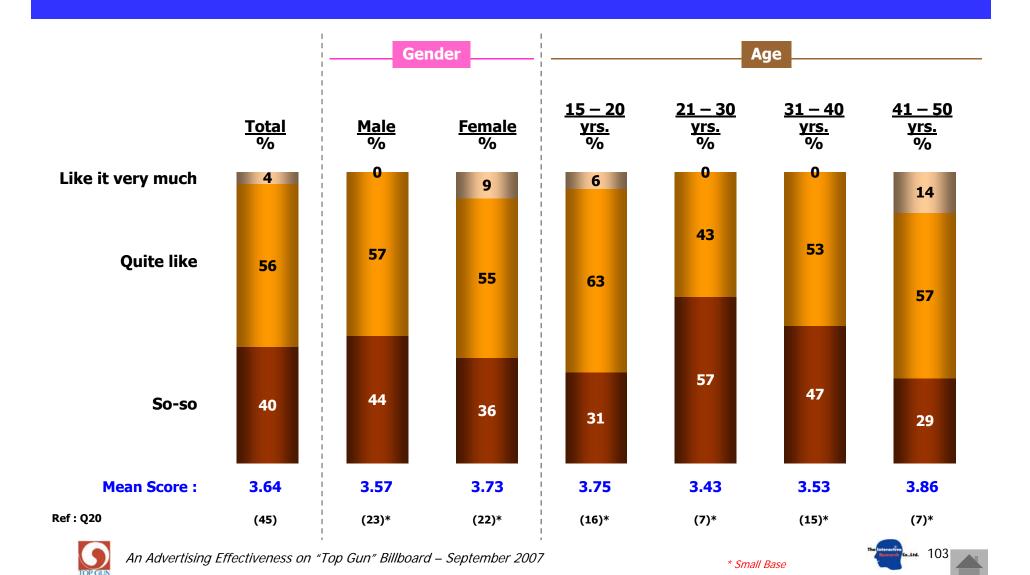
Ref: Q15, Q17, Q18



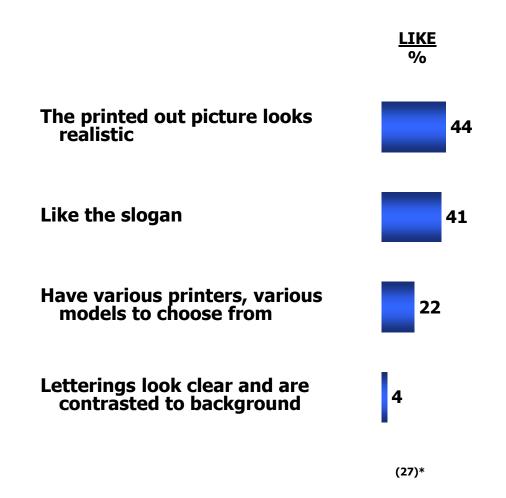
Seeing Frequency of "HP Printer" Billboard



Preference of "HP Printer" Billboard



Reasons for "Liking"

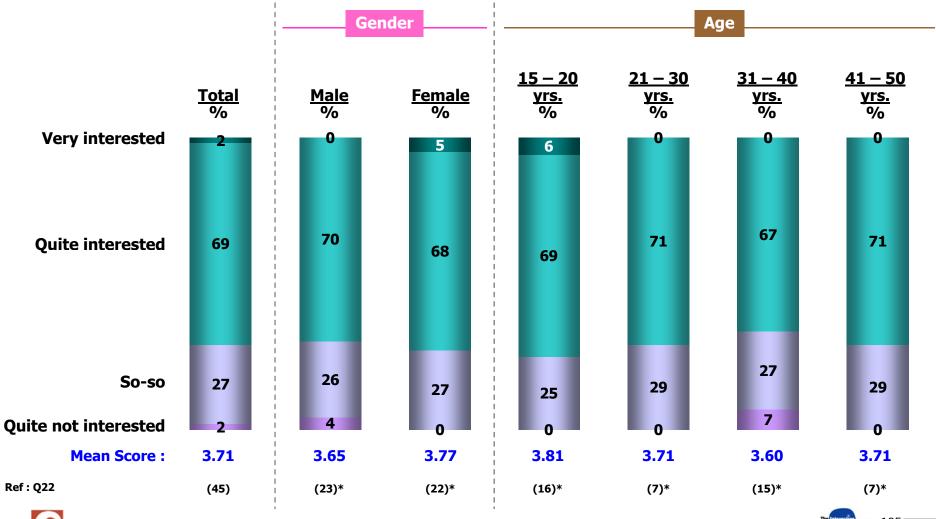




Ref : Q21



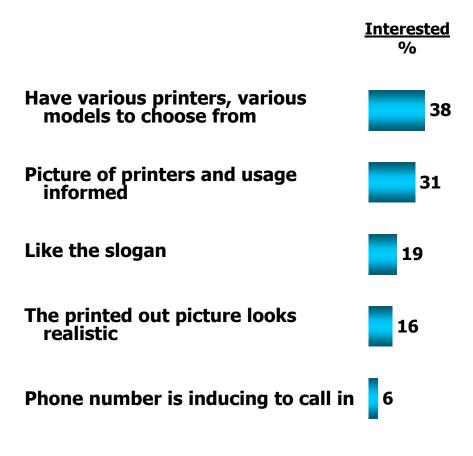
Persuasion of "HP Printer"







Reasons for "Interest / Not Interest"



Ref: Q23 (32)





"Mobil"

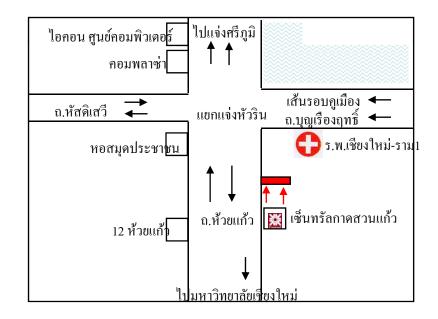




"Mobil" Billboard



ลานจอดรถกาดสวนแก้ว



Note: Mobil Ad had been on for 15 days before conducting research.



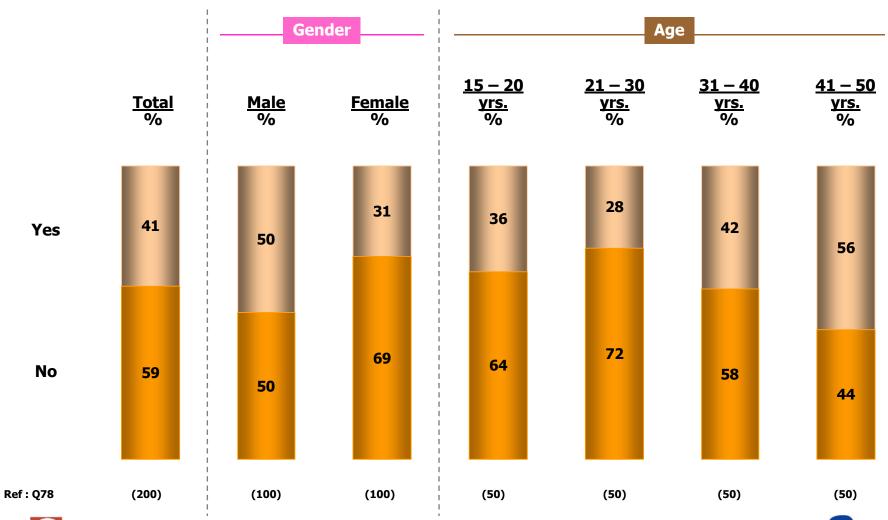
Performance of "Mobil" Billboard

- Four out of ten respondents are aware of "Mobil" advertising. A better recall is registered among older males.
- 26% of respondents are able to recall correctly of "Mobil" ad through billboard.
- In terms of awareness of "Mobil" billboard, the spontaneous recall is registered at 10% and to 22% for total awareness.
- Seeing frequency of this billboard is found on 3-4 times a week.
- High preference (3.83) and persuasion (3.81) are captured due mainly to "pick up picture", "big pack shot" and the persuasive copy of "super turbo speed" and "extremely performed"





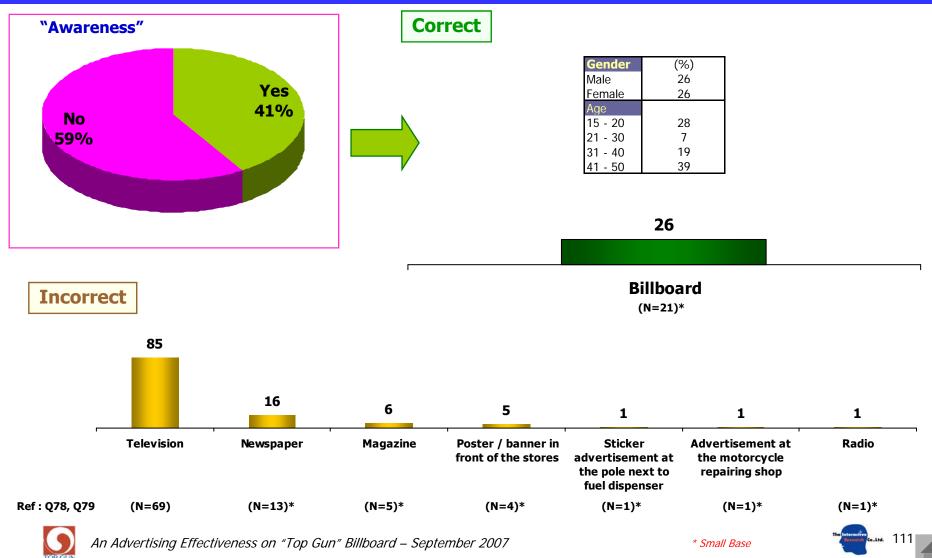
Awareness of "Mobil" Ad





The Interactive Co.,Ltd. 110

Source of Awareness of "Mobil" Ad





Awareness of "Mobil" Billboard



ลานจอดรถกาดสวนแก้ว ทางเข้าลานจอดรถ เช็นทรัลกาดสวนแก้ว ถ.ห้วยแก้ว

Mode of Transportation

• Motorcycle	5/%
 Personal car 	38%
• Bus / Mini bus	5%
	(N=42)

Road Usage

50%
50%
36%
26%
21%
19%
19%
19%
14%
12%
12%
12%
10%
(N=42)

Spontaneous

Total Awareness

(N=200)

(N=200)

Ref: Q78, Q81, Q82



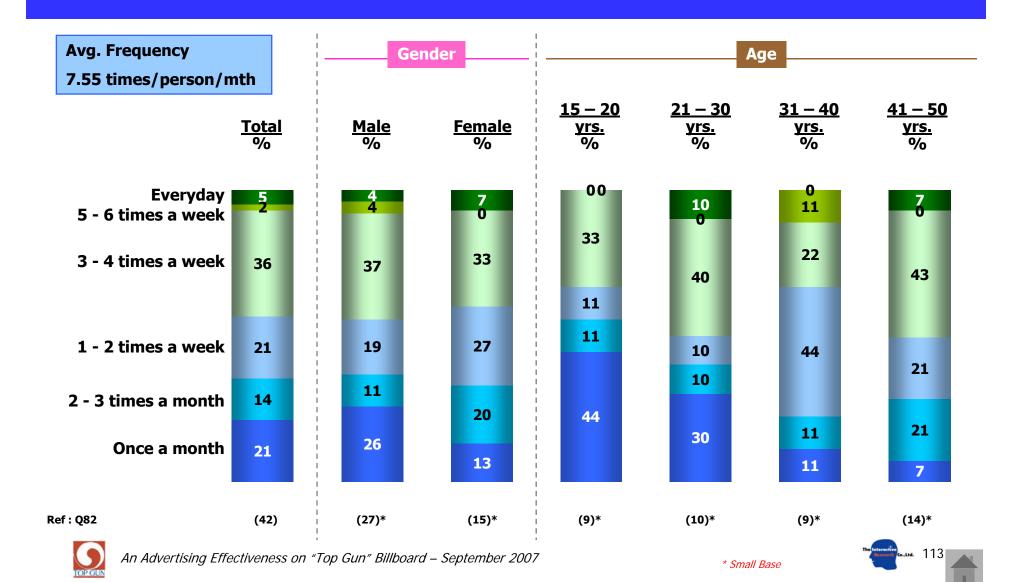


%

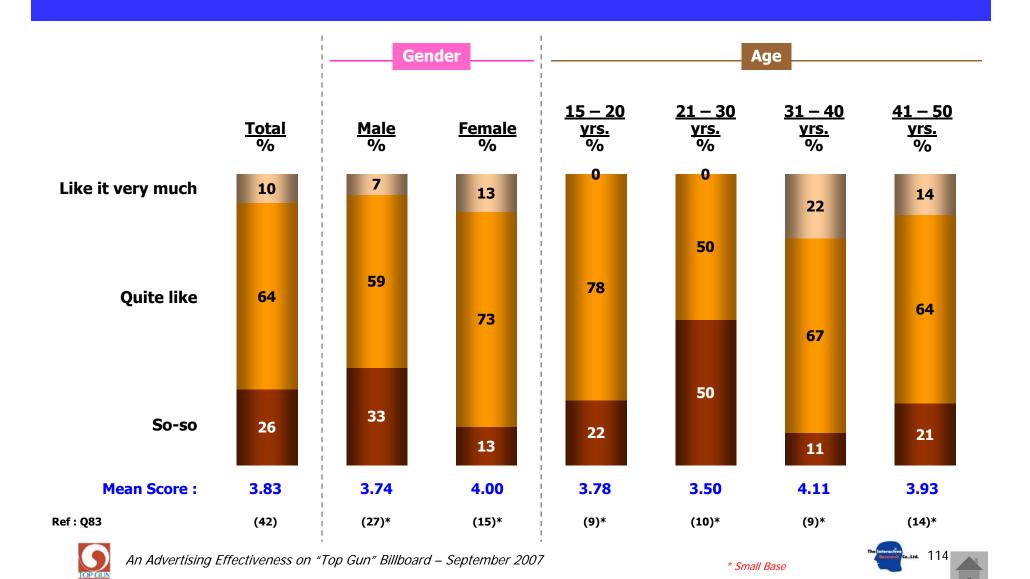
10

22

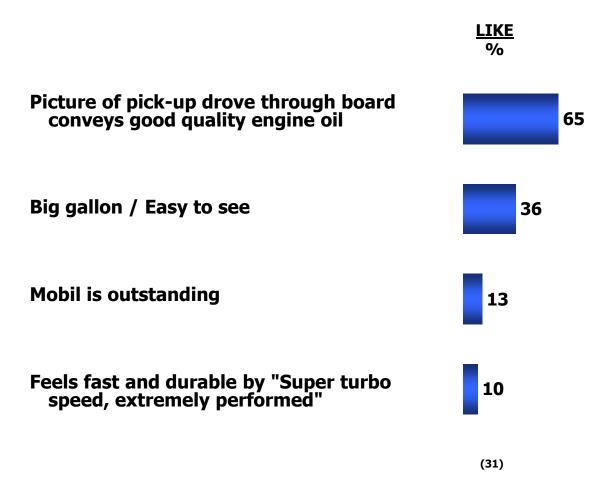
Seeing Frequency of "Mobil" Billboard



Preference of "Mobil" Billboard



Reasons for "Liking"

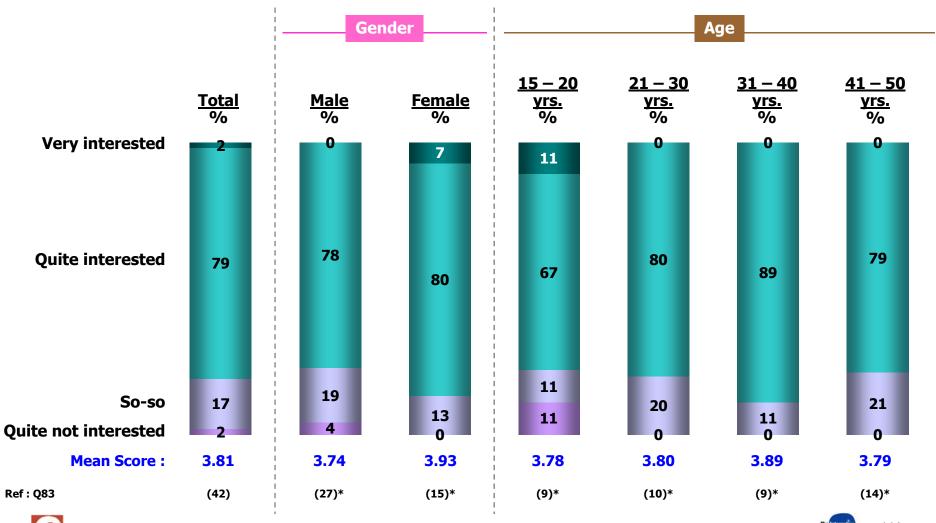




Ref: Q84



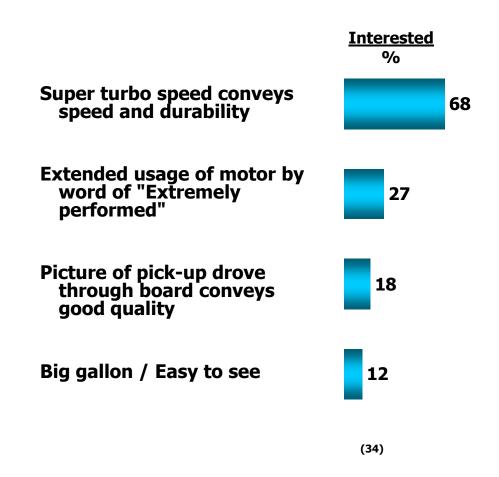
Persuasion of "Mobil"







Reasons for "Interest / Not Interest"





Ref: Q86



"Caltex Delo"

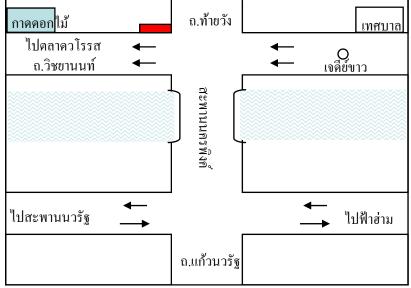




"Caltex Delo" Billboard



เชิงสะพานนครพิงค์





Performance of "Caltex Delo" Billboard

- The awareness of "Caltex Delo" ad is at a moderate level (56%). Better recognition is found among males in 31-40 yrs.
- Billboard is recognized for "Caltex Delo" ad by 12%.
- Its spontaneous awareness of "Caltex Delo" through the billboard captures at 6% and increases to 21% for the total awareness.
- Even the seeing frequency is found on the average of 1-4 times a week, more frequent exposure (3-4 times a week) is mentioned by males in 41-50 yrs.
- Preference and persuasion perform about the same (3.69 and 3.71 respectively).
 Interesting to note that high preference is seen in males while females are more persuaded by this billboard. However, it is more appealing among the olders (41-50 yrs.)





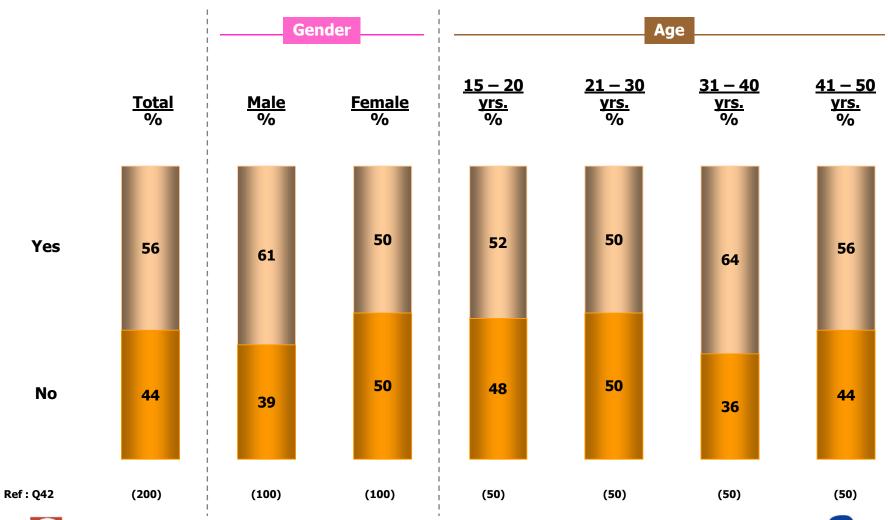
Performance of "Caltex Delo" Billboard (cont'd)

- Again, the attractions of this billboard are made revolving around :
 - Big pack shot
 - Outstanding slogan
 - Pick up picture conveys strong engine
 - Perceived high product quality
- On the other hand, "unattractive color" and "have no product details" are negative commented.





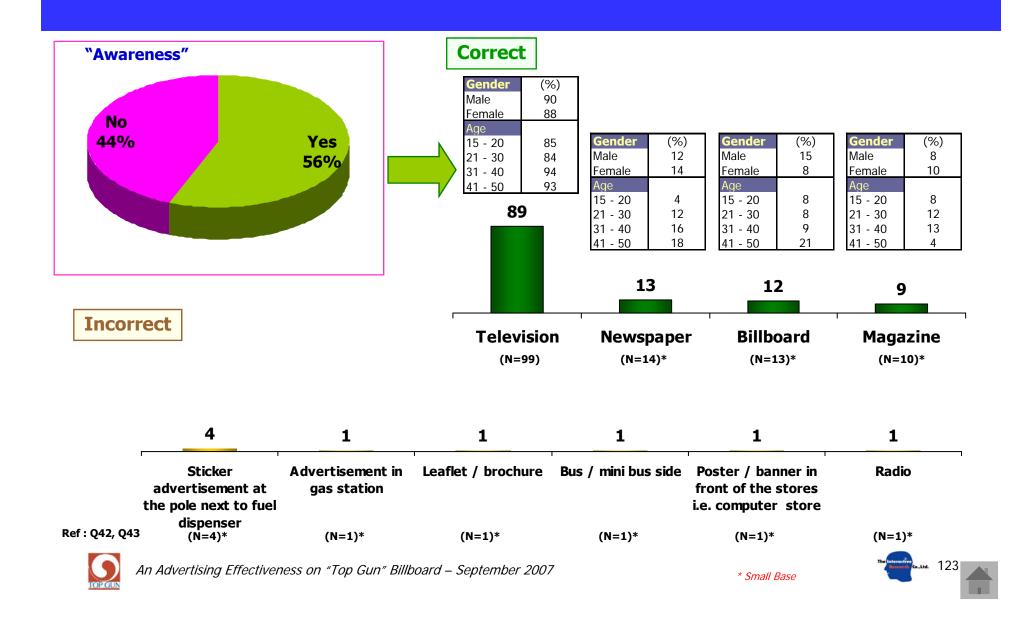
Awareness of "Caltex Delo" Ad



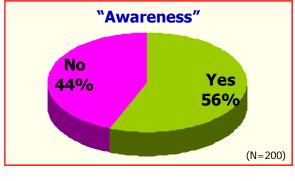




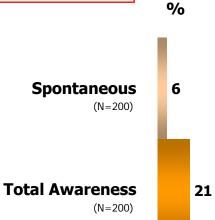
Source of Awareness of "Caltex Delo" Ad



Awareness of "Caltex Delo" Billboard



เชิงสะพานนครพิงค์ ขาเข้าเมืองทางไป ตลาดวโรรส



Mode of Transportation

• Motorcycle

• Personal car

• Bus / Mini bus

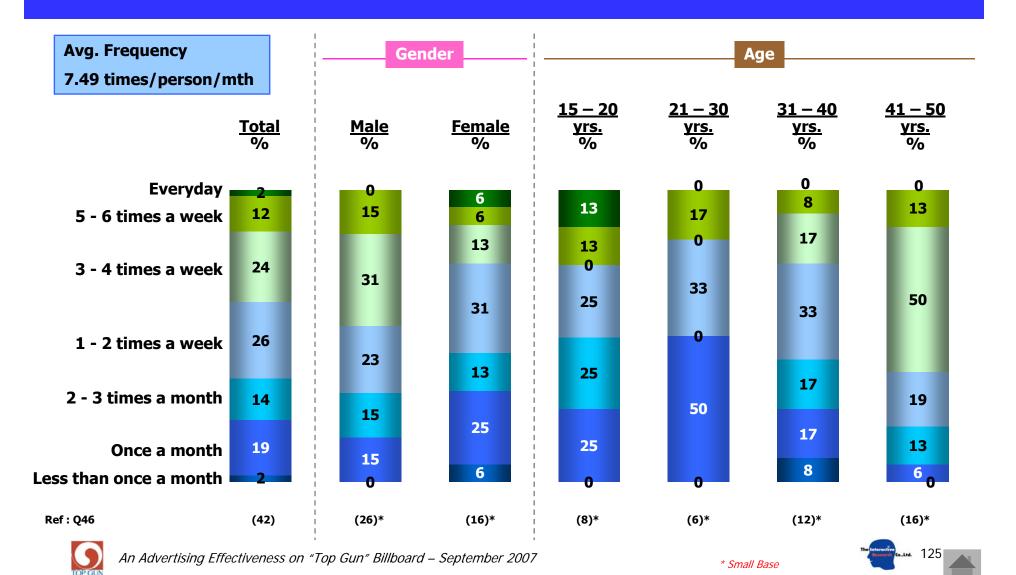
(N=42)

Road Usage	
• รอบคูเมือง	60%
• ชุปเปอร์ไฮเวย์	52%
• ช้างเผือก	41%
• ท่าแพ	33%
• ช้างคลาน	33%
• หัวยแก้ว	24%
• สุเทพ	24%
• นิมมานเหมินทร์	14%
• มหิดล	12%
• คันคลองชลประทาน	10%
• ช้างม่อย	10%
• แก้วนวรัฐ	10%
	(N=42)

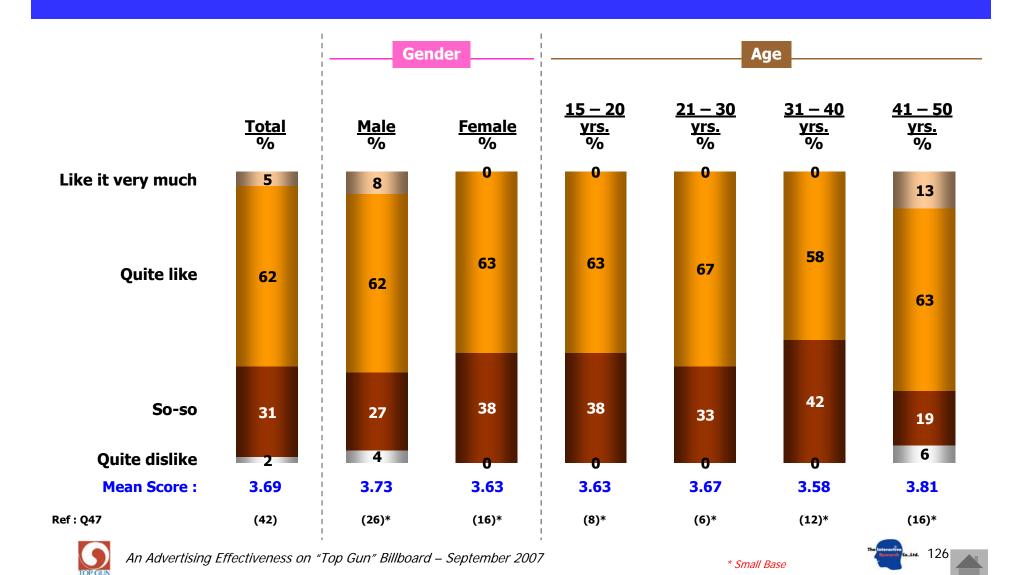
Ref: Q42, Q44, Q45



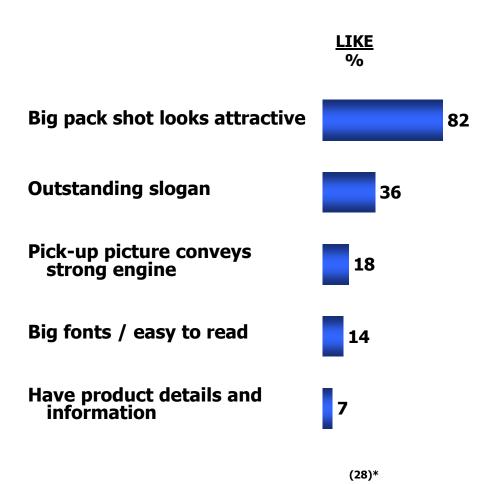
Seeing Frequency of "Caltex Delo" Billboard



Preference of "Caltex Delo" Billboard



Reasons for "Liking / Disliking"

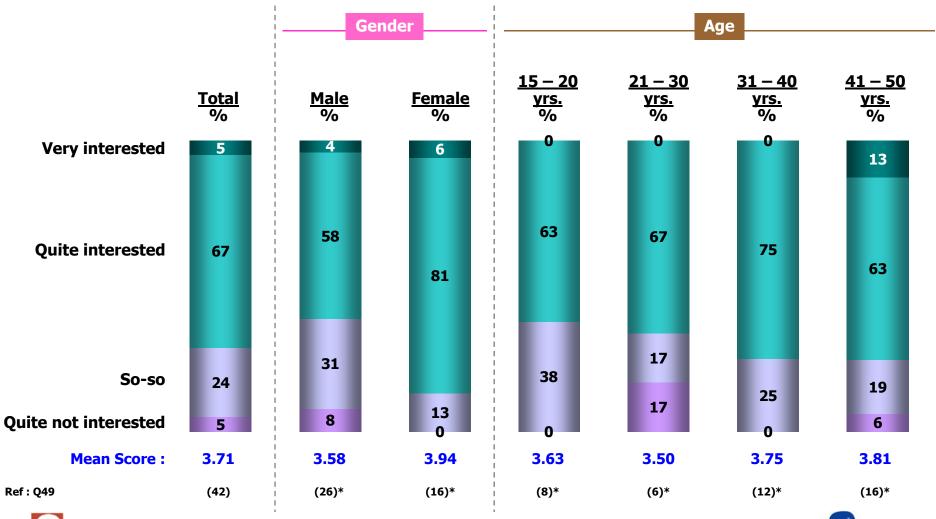




Ref: Q48



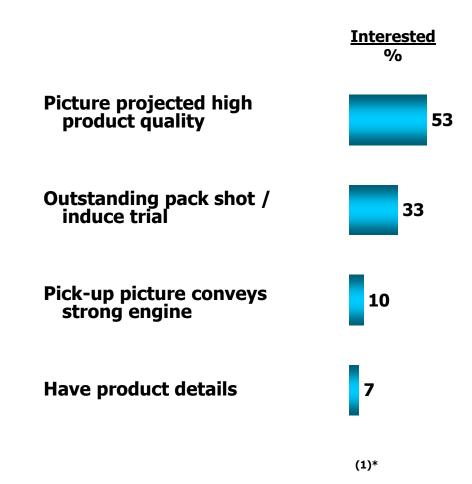
Persuasion of "Caltex Delo"







Reasons for "Interest / Not Interest"





Ref: Q50



"Ocean Glass"

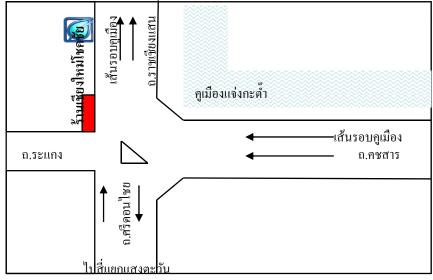




"Ocean Glass" Billboard



ร้านเชียงใหม่โชคชัย



Performance of "Ocean Glass" Billboard

- The advertising awareness of "Ocean Glass" is quite low (9%).
- Among the awarers, the correct recall of source of advertising awareness is found on billboard (39%) and magazine (28%).
- Regarding the billboard, the spontaneous advertising awareness of "Ocean Glass" is somewhat low (1%), however, its total awareness is much improved to 15% with the average seeing frequency at 1-2 times a week.
- Younger males are more frequent exposed to the "Ocean Glass" billboard than its counterparts.
- The preference on "Ocean Glass" billboard is registered at the moderate level (3.54). However, higher preference is found among the older females.



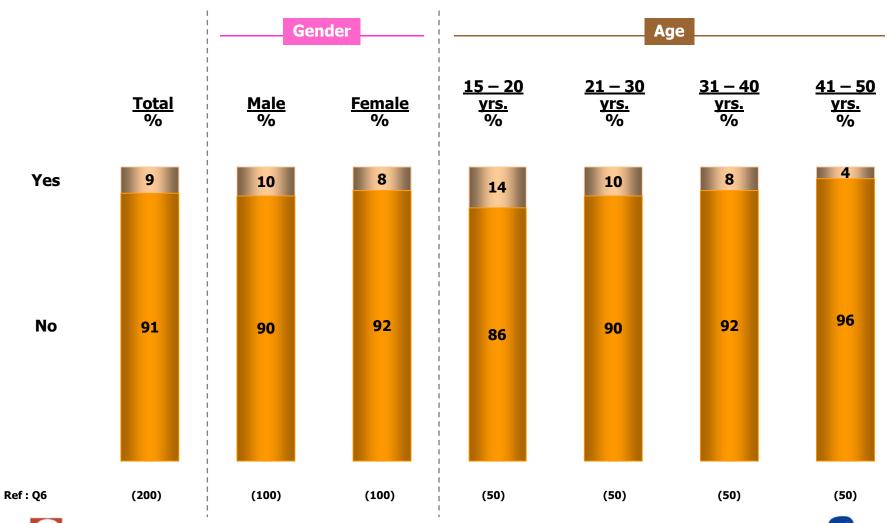


Performance of "Ocean Glass" Billboard (Cont'd)

- Points of satisfaction towards this billboard are cited to "water in glass looks outstanding" and "nice design glass".
- The persuasion established from this billboard is able to capture at 3.43, a moderate performance. Males and females aged 15-30 yrs. are more persuaded than its counterparts. Again, the execution of "nice design glass" is successful to attract respondents' interest.



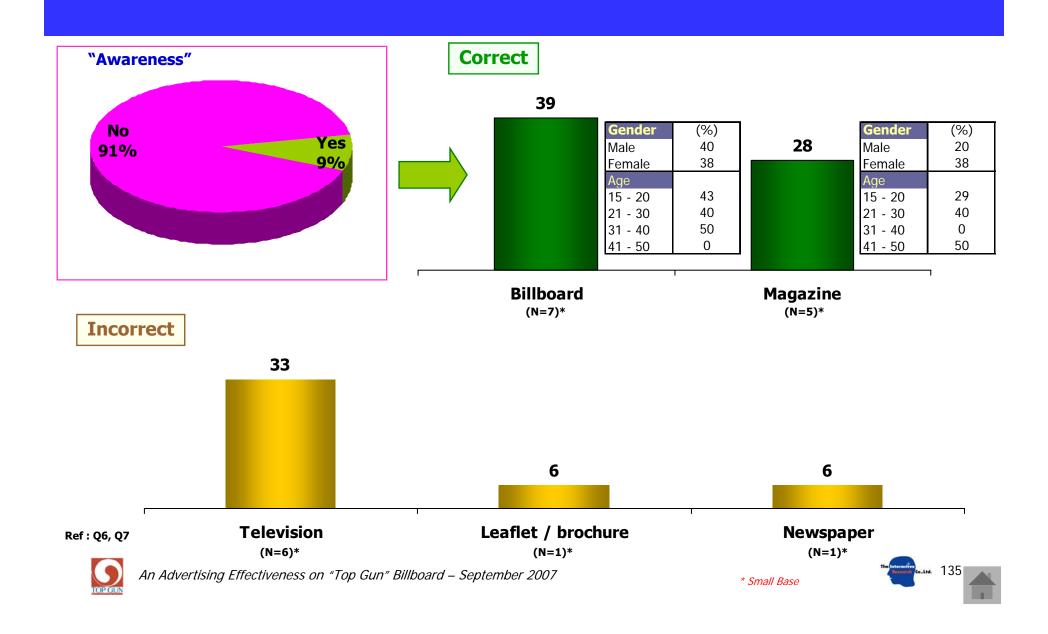
Awareness of "Ocean Glass" Ad







Source of Awareness of "Ocean Glass" Ad



Awareness of "Ocean Glass" Billboard



ร้านเชียงใหม่โชคชัย คูเมืองแจ่งกะต้ำ ถนนราชเชียงแสน

Mode of Transportation

- Bus / Mini bus

(N=28)*

Motorcycle **57%** 39% Personal car

4%

• ช้างคลาน • ห้วยแก้ว

• สเทพ

• ท่าแพ

• ช้างเผือก

• นิมมานเหมินทร์

• ช้างม่อย

Road Usage

• รอบคูเมือง

• ชปเปอร์ไฮเวย์

• เจริญเมือง

• สนามกีฬาเก่า

(ใกล้อนุสาวรีย์ช้างเผือก)

• วัวลาย 14%

(N=28)*

64%

64%

57%

54%

50%

39%

39%

25%

25%

21%

18%

Ref: Q6, Q8, Q9





%

1

15

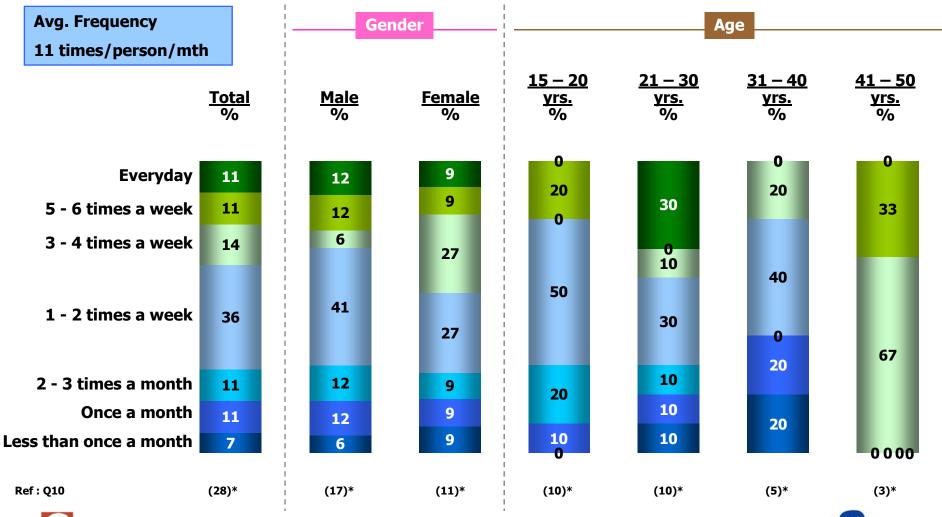
Spontaneous

Total Awareness

(N=200)

(N=200)

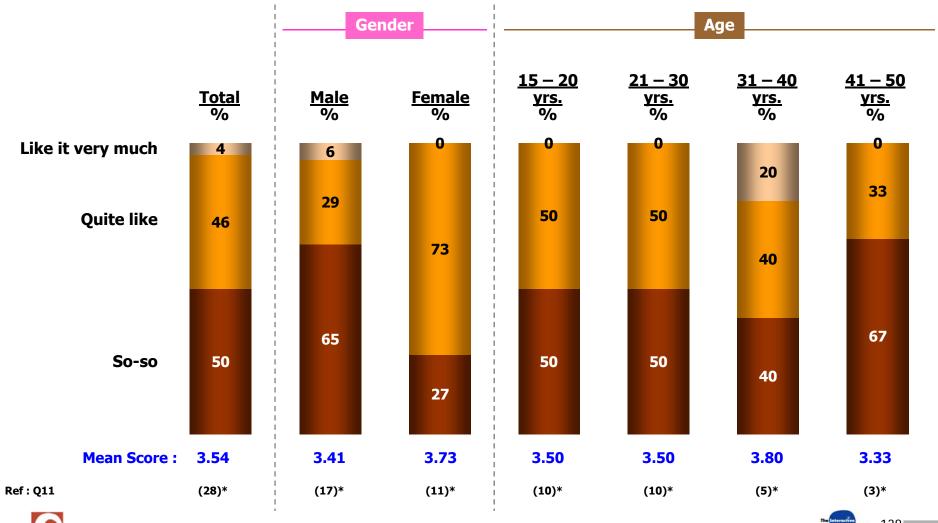
Seeing Frequency of "Ocean Glass" Billboard







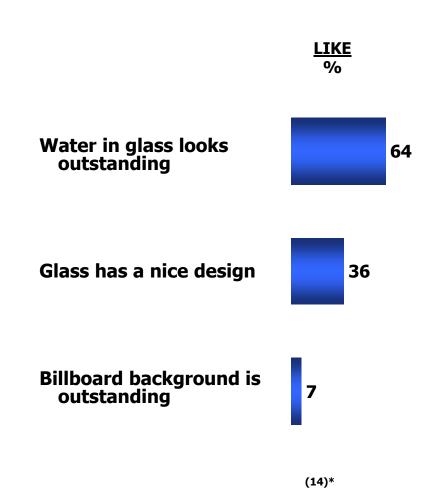
Preference of "Ocean Glass" Billboard







Reasons for "Liking"

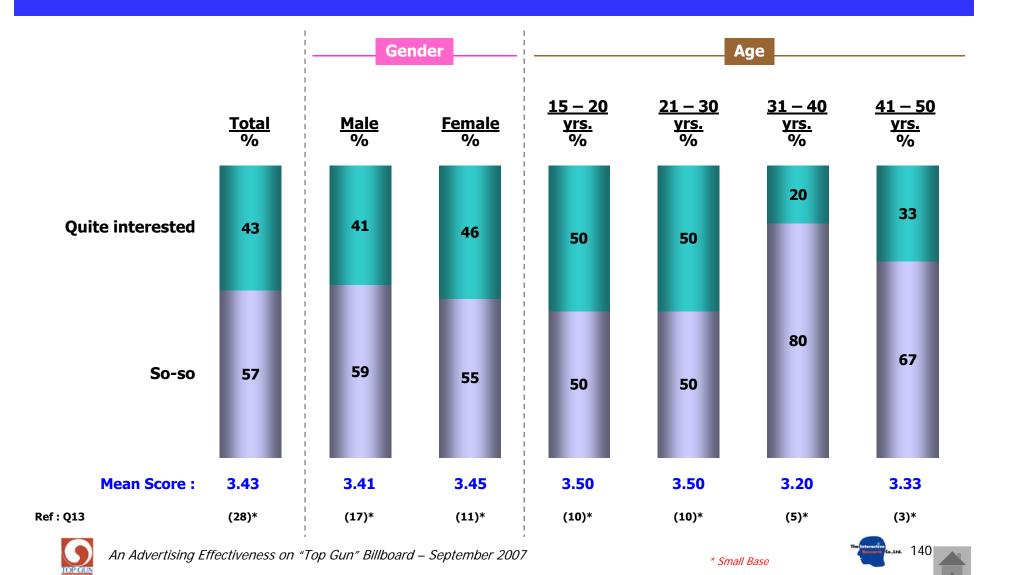




Ref : Q12



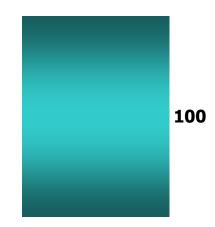
Persuasion of "Ocean Glass"



Reasons for "Buying Interest"



Glass has a nice design



Ref : Q14 (12)*



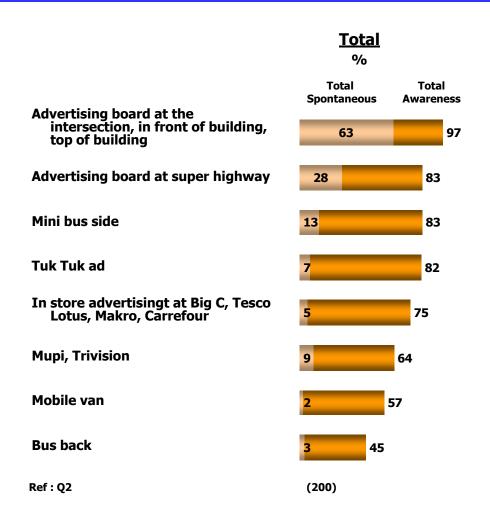


Conclusion & Recommendation





Conclusion and Recommendation







Conclusion & Recommendation (Cont'd) Performance Summary of "Top Gun" Billboard

	Advertising Awareness		Preference	Persuasion
	Spontaneous (%)	Total Awareness (%)	(Mean)	(Mean)
Jotun	31	67	3.44	3.38
M-150	25	55	3.56	3.44
	18	45	3.61 	3.73
"สะพานนิมมานเหมินทร <i>์</i> "	" 12	29		
Clinic Clear "ร้าน ป.สุวรรณ"	11	23		
"ร้านวัฒนาพรโอส <i>ถ</i>	ก" 11	21		
	13	38	3.86	3.92
OMO "เช็นทรัลกาดสวนแค้ว"	′ 11	34		
"ไนท์บาร์ช่า″	8	18		
	9	33	3.46	3.58
Car4Cash "เชิงสะพานนวรัฐ″	6	26		
"ร้านวัฒนาพรโอสถ <i>"</i>	' 3	14		
HP Printer	6	23	3.64	3.71
Mobil	10	22	3.83	3.81
Caltex Delo	6	21	3.69	3.71
Ocean Glass	1	15	3.54	3.43

TOP GUN

Note: OMO and Mobil had put ads on for 15 days before conducting research.

Conclusion & Recommendation (Cont'd)

Consumers' Attractions to Billboard Advertising

 Product information and details

Concise

Easy to read / understand



"Execution Impact"

- Product / pack shot
- Presenter
- Big letterings



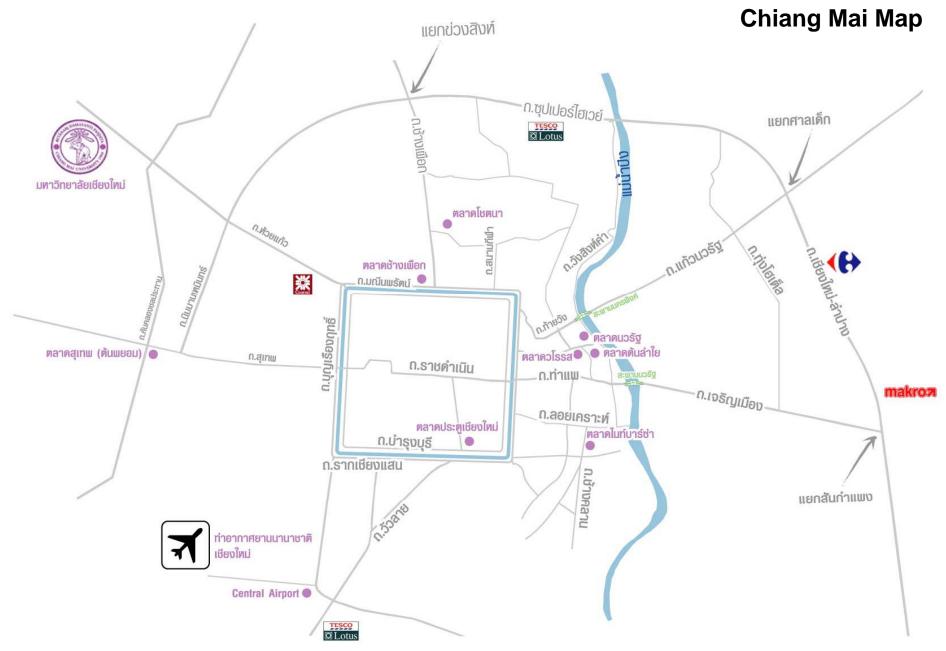




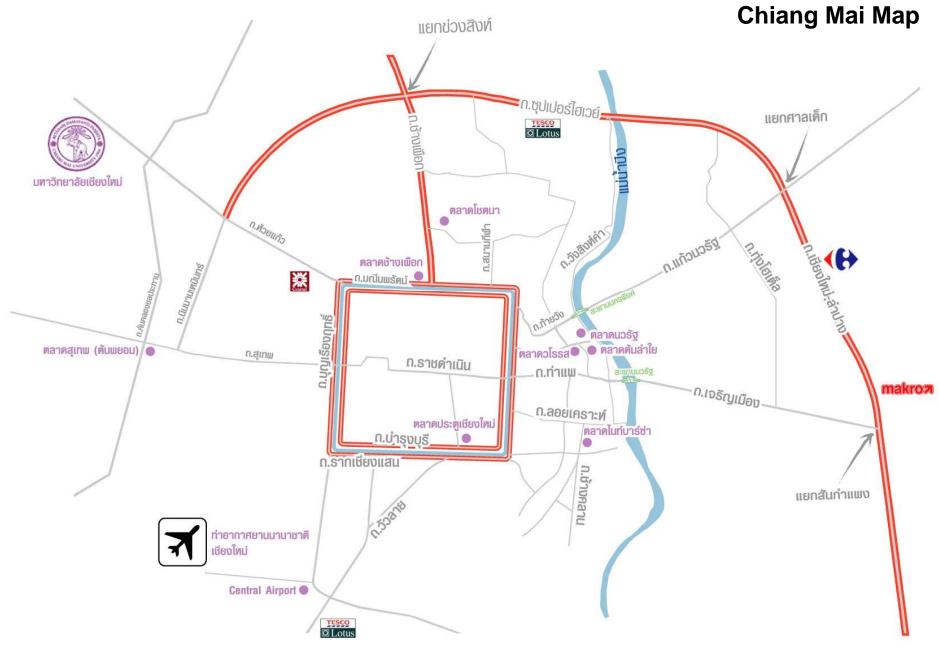
Top Gun Review



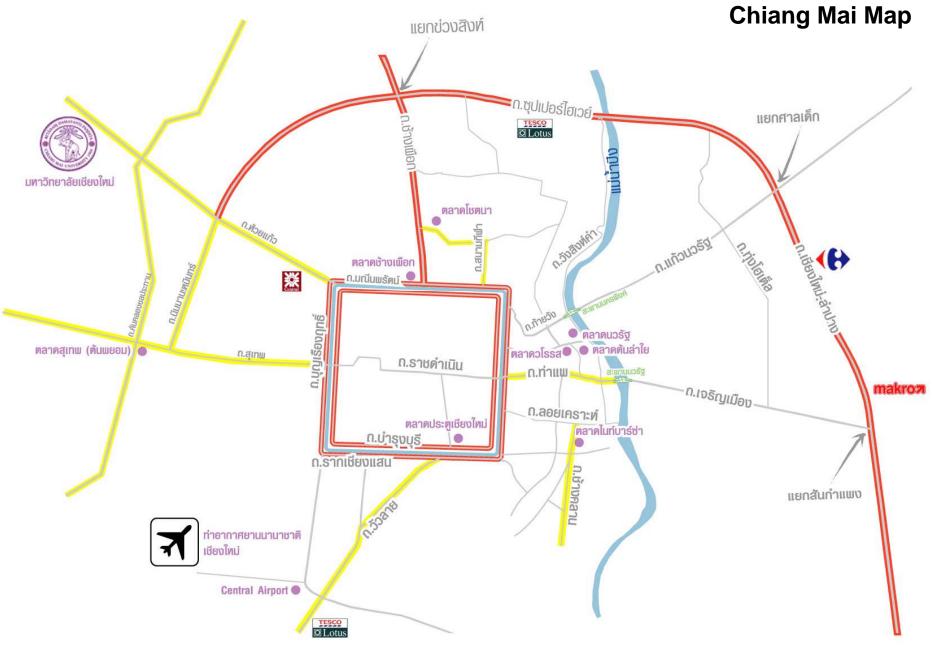




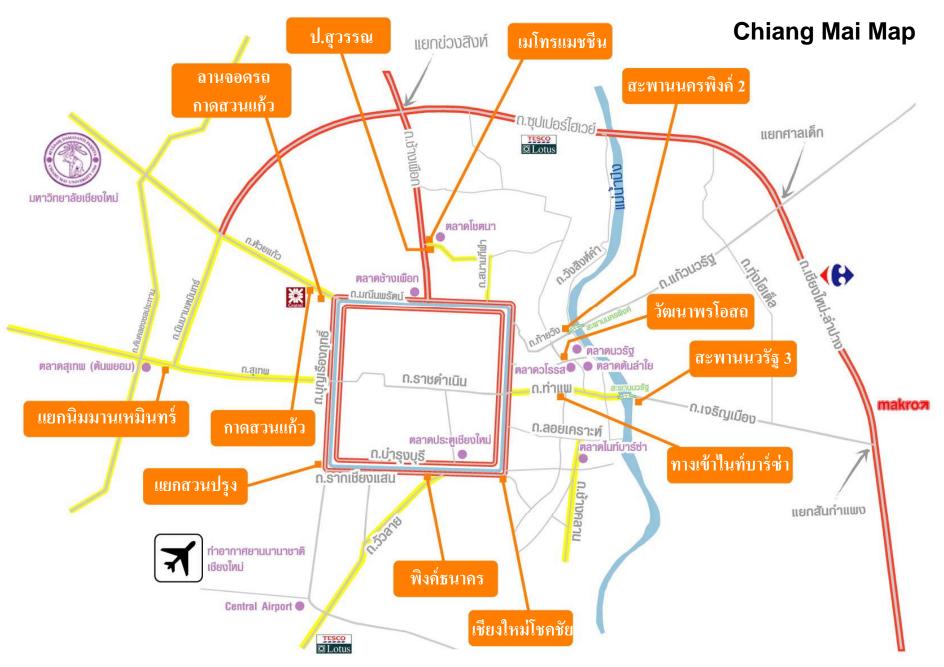






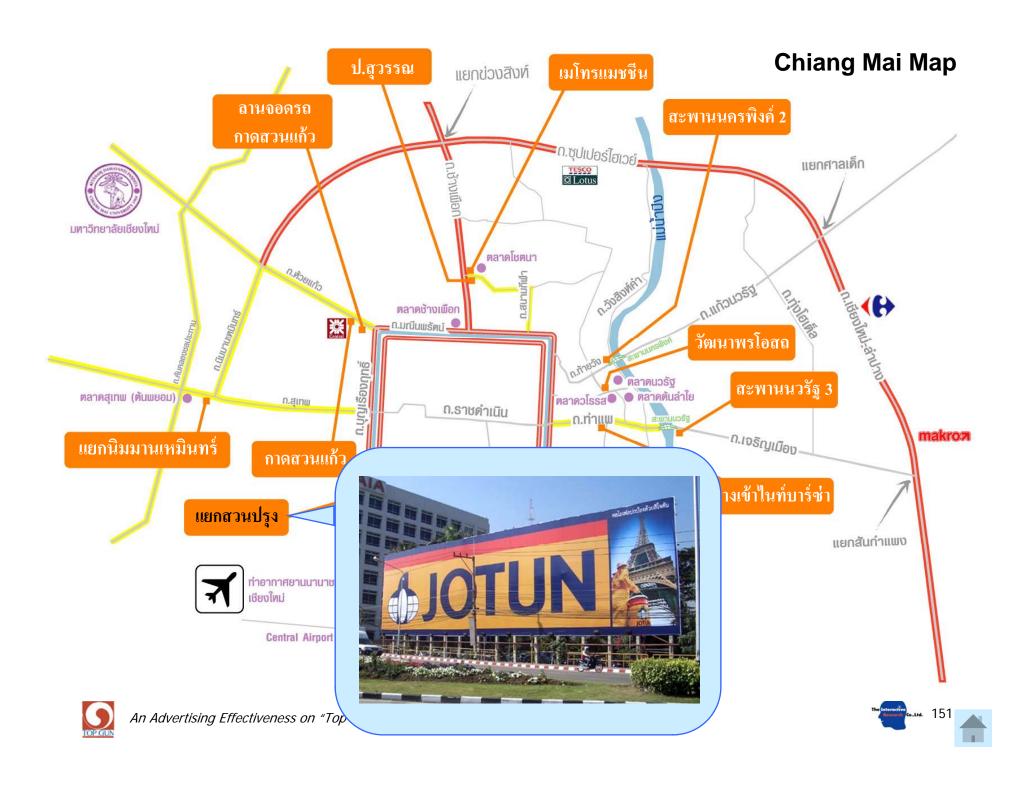




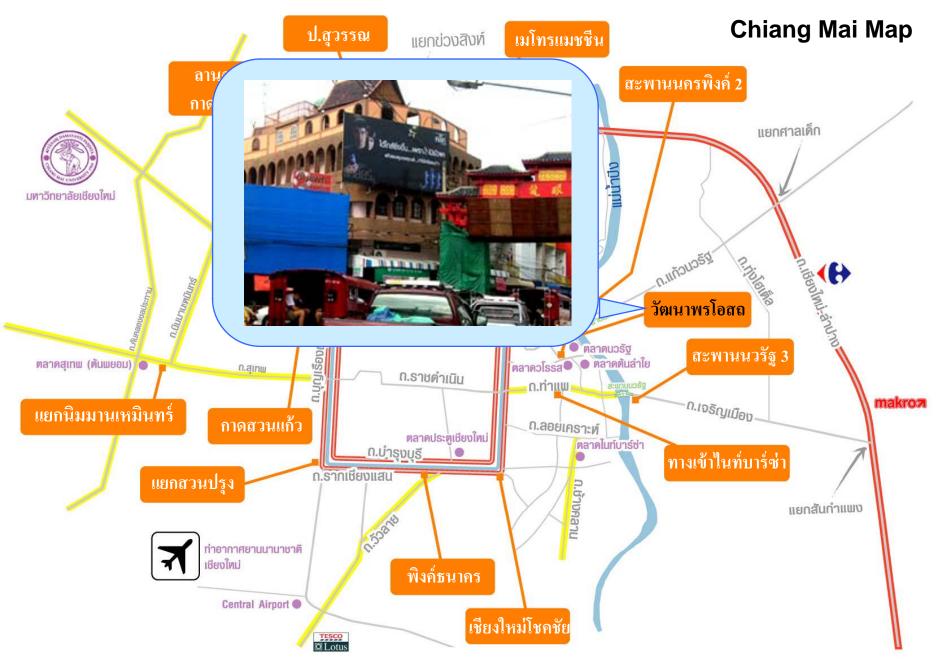












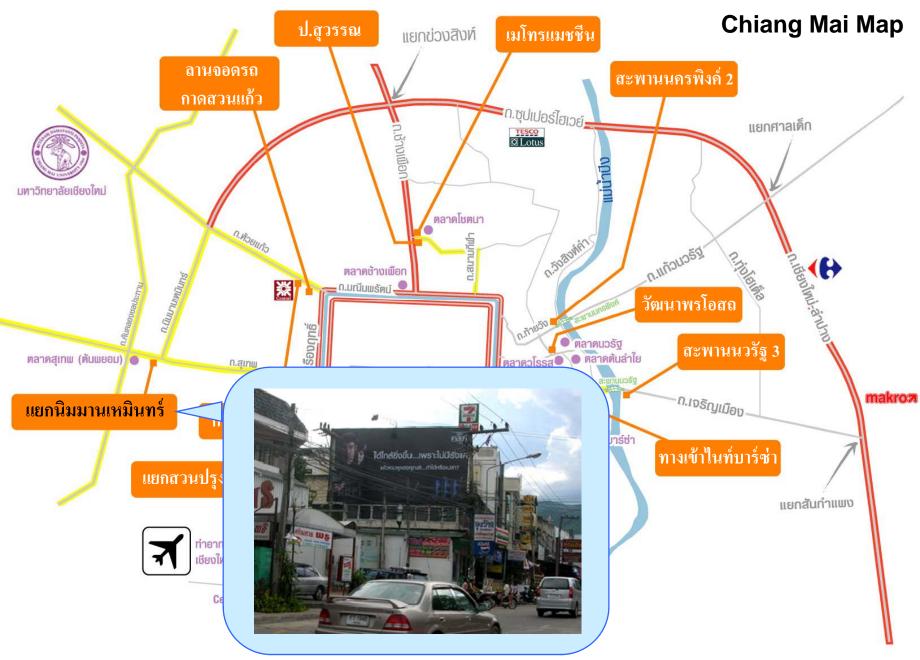








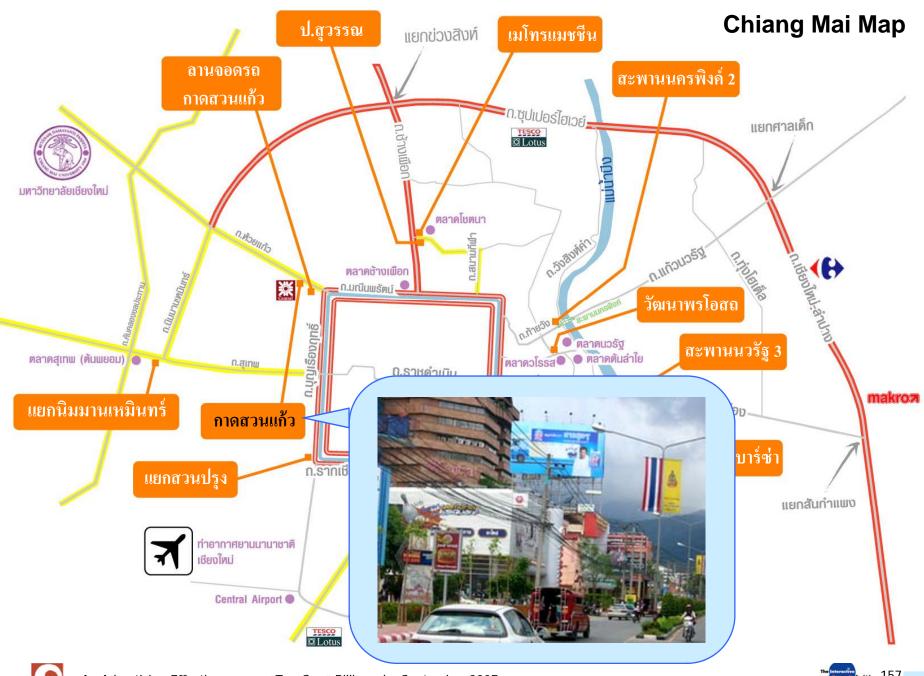






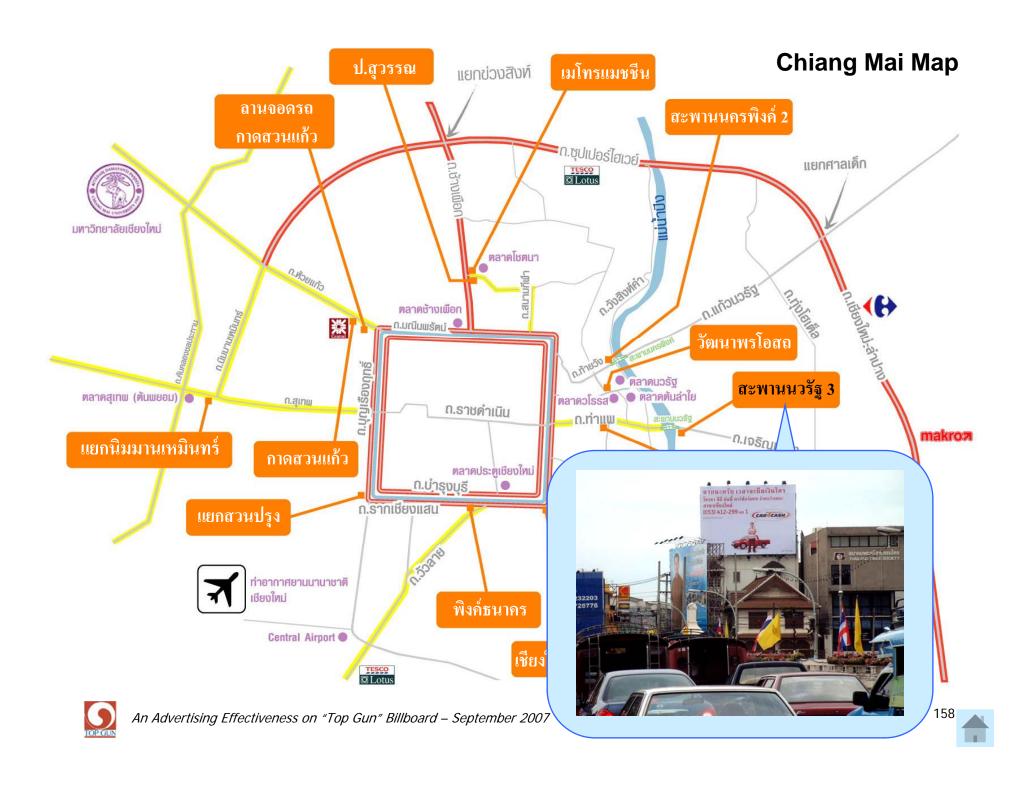








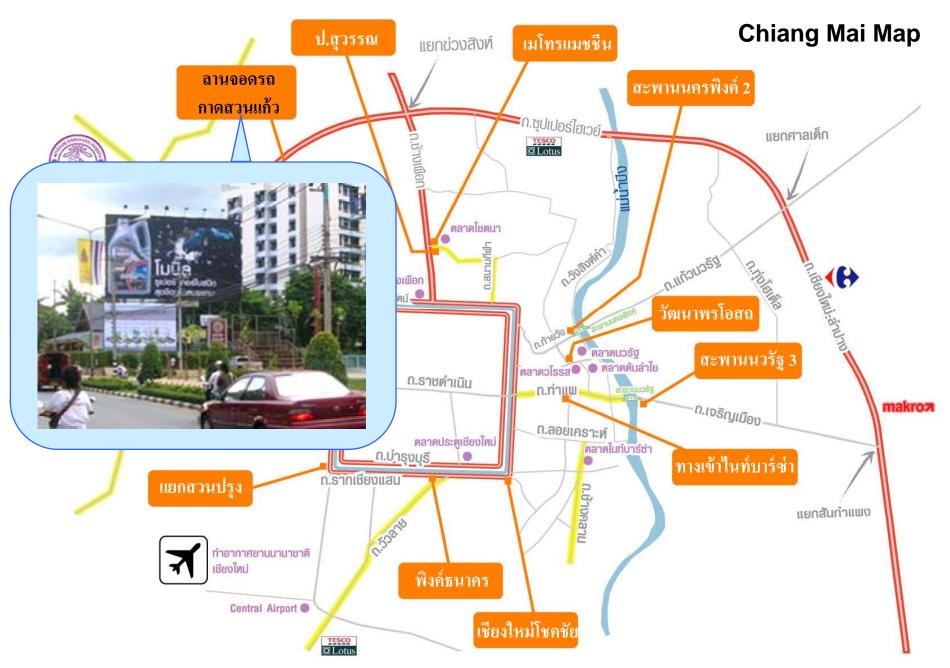






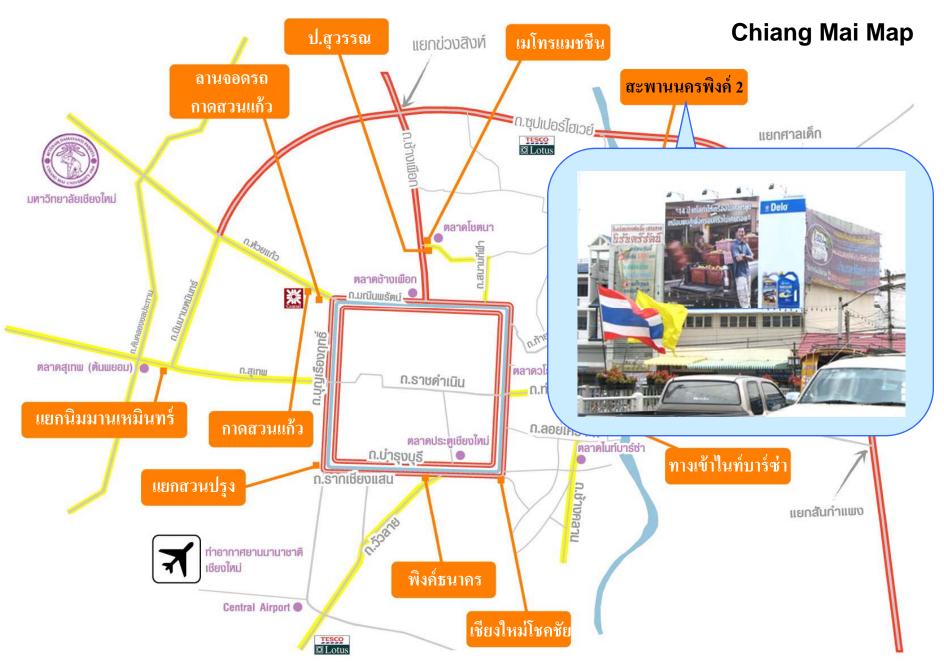






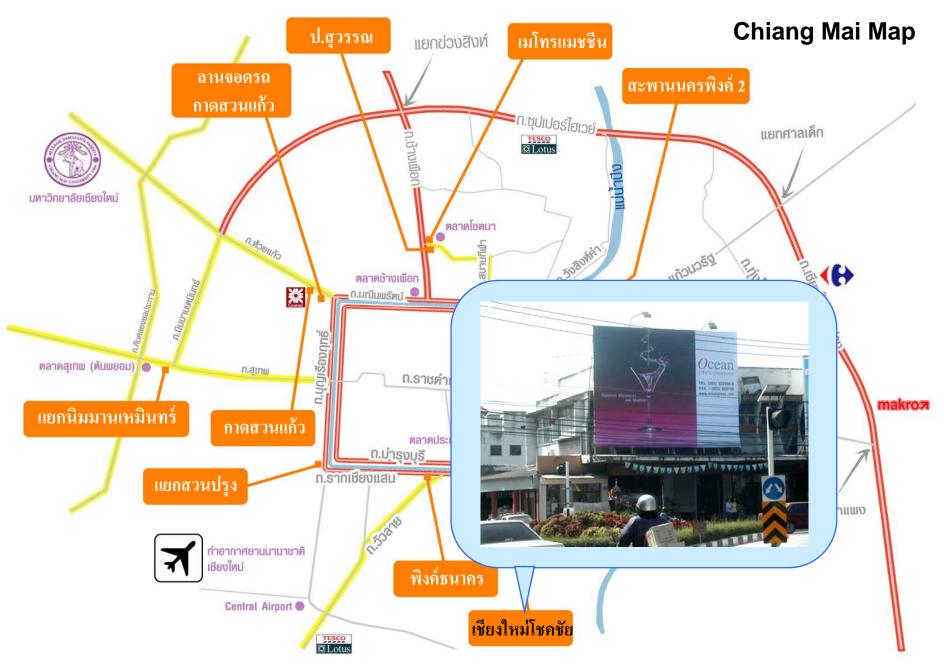
















	Total Recall (%)	Avg. Frequency (times/person/mth)	СРМ
Jotun	67	11.65	100.58
M 150	55	13.26	32.29
Clinic Clear	45	10.16	101.31
ОМО	38	8.48	194.91
Car4Cash	33	8.88	187.54
HP Printer	23	6.61	123.94
Mobil	22	7.55	224.51
Caltex Delo	21	7.49	224.61
Ocean Glass	15	11.00	114.19

Note: OMO and Mobil had put ads on for 15 days before conducting research.



	Total Recall (%)	Avg. Frequency (times/person/mth)	СРМ
Clinic Clear	45	10.16	101.31
Clinic Clear นิมมานเหมินทร์	29	6.12	106.16
CII Clinic Clear ป.สุวรรณ	23	8.40	71.11
Clinic Clear วัฒนาพรโอสถ	21	8.81	74.26





	Total Recall (%)	Avg. Frequency (times/person/mth)	СРМ
ОМО	38	8.48	194.91
OMO กาดสวนแก้ว	34	5.93	233.63
OMO Night Bazaar	18	9.86	88.47





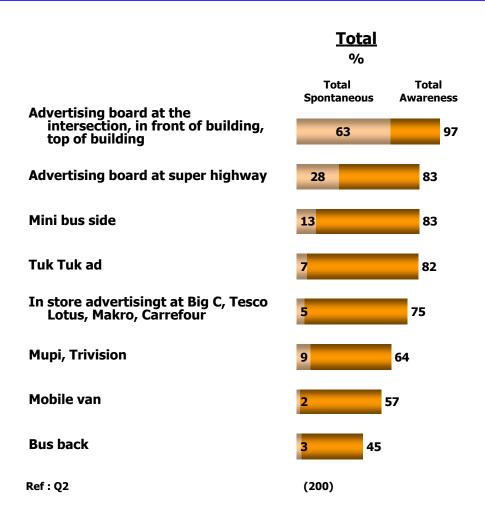
	Total Recall (%)	Avg. Frequency (times/person/mth)	СРМ
Car4Cash	33	8.88	187.54
Car4Cash สะพานนวรัฐ	26	8.60	245.78
Car4Cash วัฒนาพรโอสถ	14	8.43	0

Note: Car4Cash at Wattanaporn Osotch has no ad on during research period.





Awareness of Outdoor Advertising







Thank You