Research Presentation

The Interactive Research Co.,Ltd.

An Effectiveness Study on "Top Gun" Billboard Advertisement in Khon Kean

Prepared for

TOP GUN

March 2007

Today's Agenda

- **Project Background**

- **Research Objective**

- **Research Methodology**

- **Key Learnings**

- **Conclusion**

Objective

- **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)**
    - **overall preference and reasons**
    - **persuasion and reasons**

Methodology

- **A quantitative study with quota control**

- **An intercept approach at department stores and shopping centers**

- **A personal face-to-face interview using a structured questionnaire**

- **A total sample size was 200 respondents**

Methodology *(Cont'd)*

- **Sample specification :**
    - **male : female = 50 : 50**
    - **age distribution**
        - **15 – 20 years old =   25%**
        - **21 – 30 years old =   25%**
        - **31 – 40 years old =   25%**
        - **41 – 50 years old =   25%**
    - **residing in Khon Kaen**

- **Dates of fieldwork : January 6-8, 2007**

Profile of Respondents

Profile of Respondents

- **Three out of ten respondents are students while private company employees, government / state enterprise officers and freelance are equally represented at 24%, 23%, and 20% respectively. The low incidence of non-working housewife and business owner are found at 5% and 4%.**

- **Therefore, for a monthly personal income, about one–third of respondents which are mainly the students claim to have no personal income while a further 32% are in the lower income group (not over than 10,000 Baht). The middle income group (10,000-20,000 Baht) is 27% while those in the higher income group (20,000-over 30,000 Baht) are 12%.**

- **Considering the monthly household income, majority of respondents (59%) claim to belong to the middle to upperr income household (over 20,000 Baht) while respondents with 5,000-20,000 Baht are 42%.**

Profile of Respondents *(Cont'd)*

- Respondents with a bachelor degree (38%) and those with high school level (37%) are nearly at par while 20% are registered for diploma.

- The common mode of transportation of respondents is biased to motorcycle (47%), followed by personal car (36%) and bus / mini bus (16%).

- About road usage, "มิตรภาพ", "กลางเมือง", "ศรีจันทร์" and "หน้าเมือง" are the most popular roads (48%, 44%, 41% and 32% respectively).

Profile of Respondents

(N = 200)

Monthly Personal Income

Over 30,000 Baht — 2%
25,001-30,000 Baht
20,001-25,000 Baht — 4%
No personal income — 6%
15,001-20,000 Baht — 10%
31%
17%
7%
25%
Lower than 5,000 Baht
10,001-15,000 Baht
5,000-10,000 Baht

Monthly H/H Income

Lower than 5,000 Baht — 1%
5,000-10,000 Baht — 14%
10,001-15,000 Baht — 14%
Over 30,000 Baht — 35%
14%
13%
11%
15,001-20,000 Baht
20,001-25,000 Baht
25,001-30,000 Baht

Occupation

Student — 26%
Freelance — 20%
Business owner — 4%
Housewife (Non-working) — 5%
23%
24%
Government / State enterprise officer
Private company employee

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Profile of Respondents *(Cont'd)*

(N = 200)

Education

- Elementary school 1%
- Master degree
- 6%
- High school 37%
- Bachelor degree 38%
- Diploma 20%

Mode of Transportation

- On foot 1%
- Bicycle 1%
- Tricycle 1%
- Tuk Tuk 1%
- Personal car 36%
- Motorcycle 47%
- Bus / Mini bus 16%

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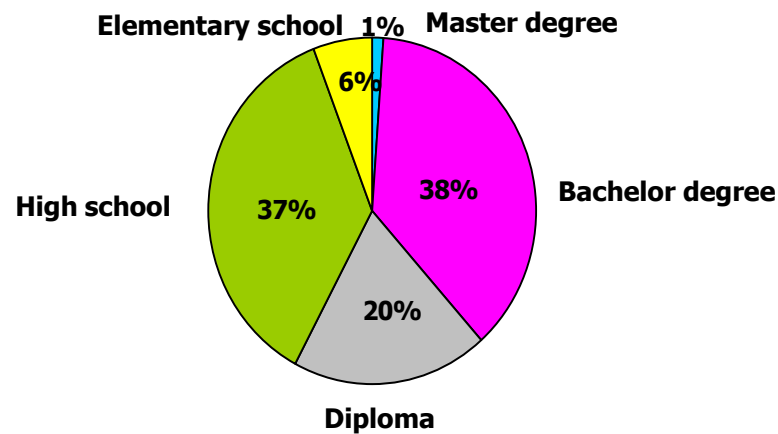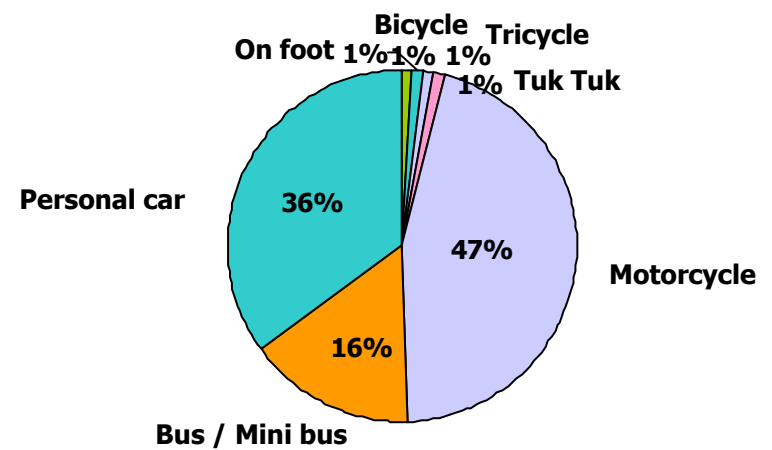
Key Learnings

Top 5 Road Usage

(N = 200)
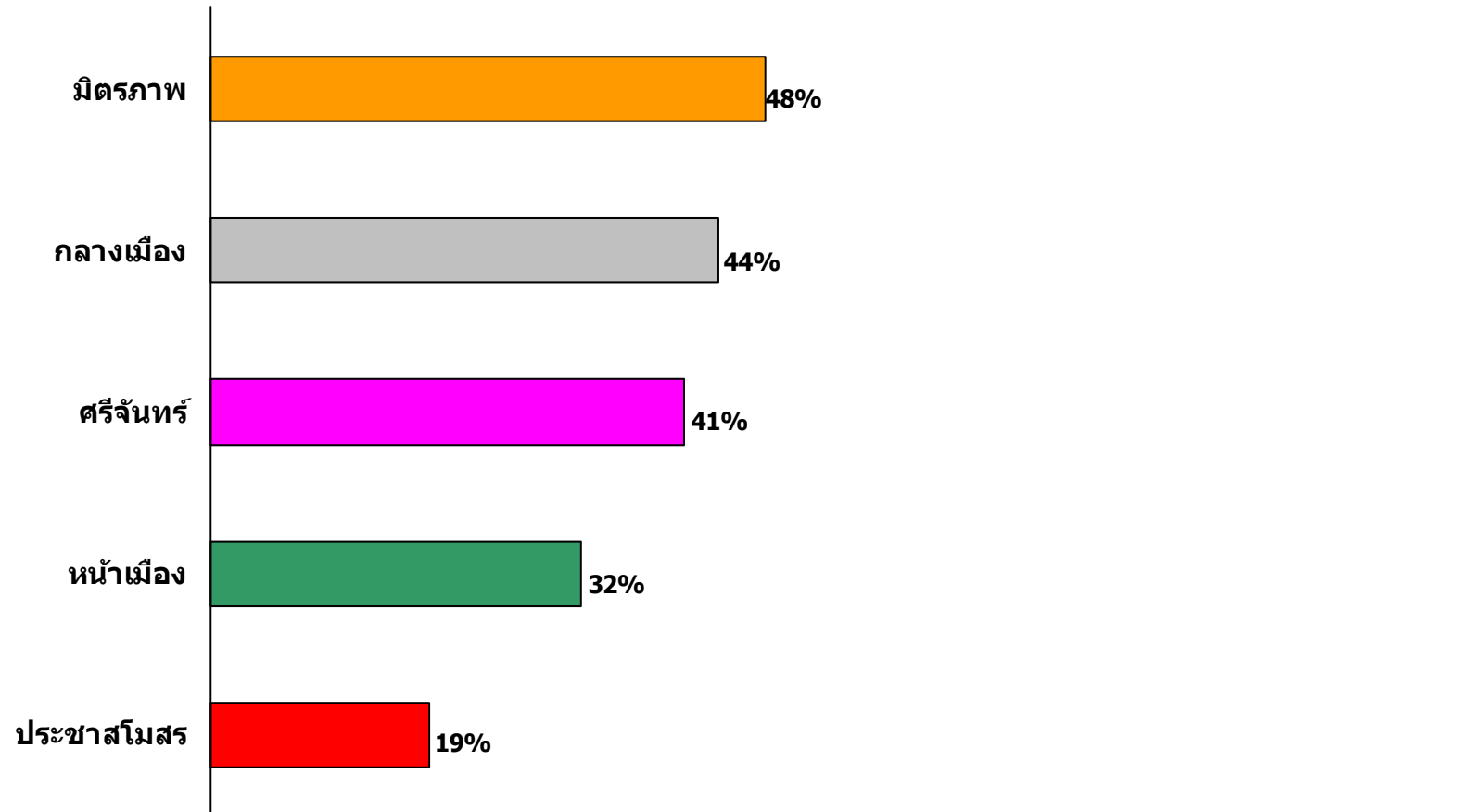
Awareness of Outdoor Advertisement

- **Awareness of outdoor advertisement is generally high.**

- **Considering the spontaneous awareness, "advertising board in front of building at the intersection" and "billboard at Mitrphap road" are closely competing at 63% and 53% respectively and these two sources dominate. Following far behind are "mini bus side" (21%), "bus shelter" (12%), "in store advertisement at Big C, Tesco, Makro" (11%), and "Tuk Tuk advertisement" (10%) while "bus back" captures the lowest spontaneous awareness (6%).**

- **Interesting to note that there is no difference between age and gender of respondents on the awareness of outdoor advertisement.**

Awareness of Outdoor Advertisement

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Awareness of Outdoor Advertisement (Cont'd)

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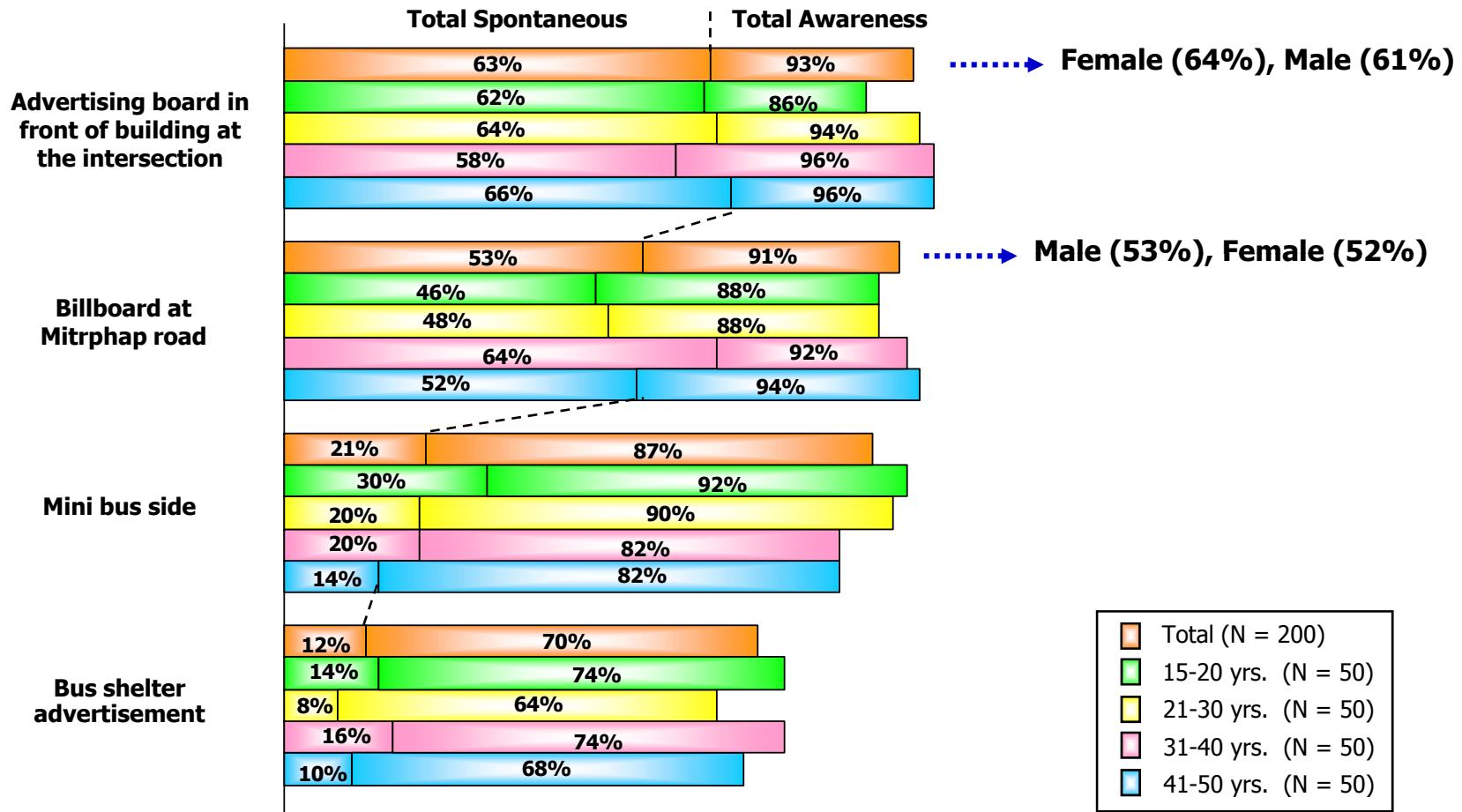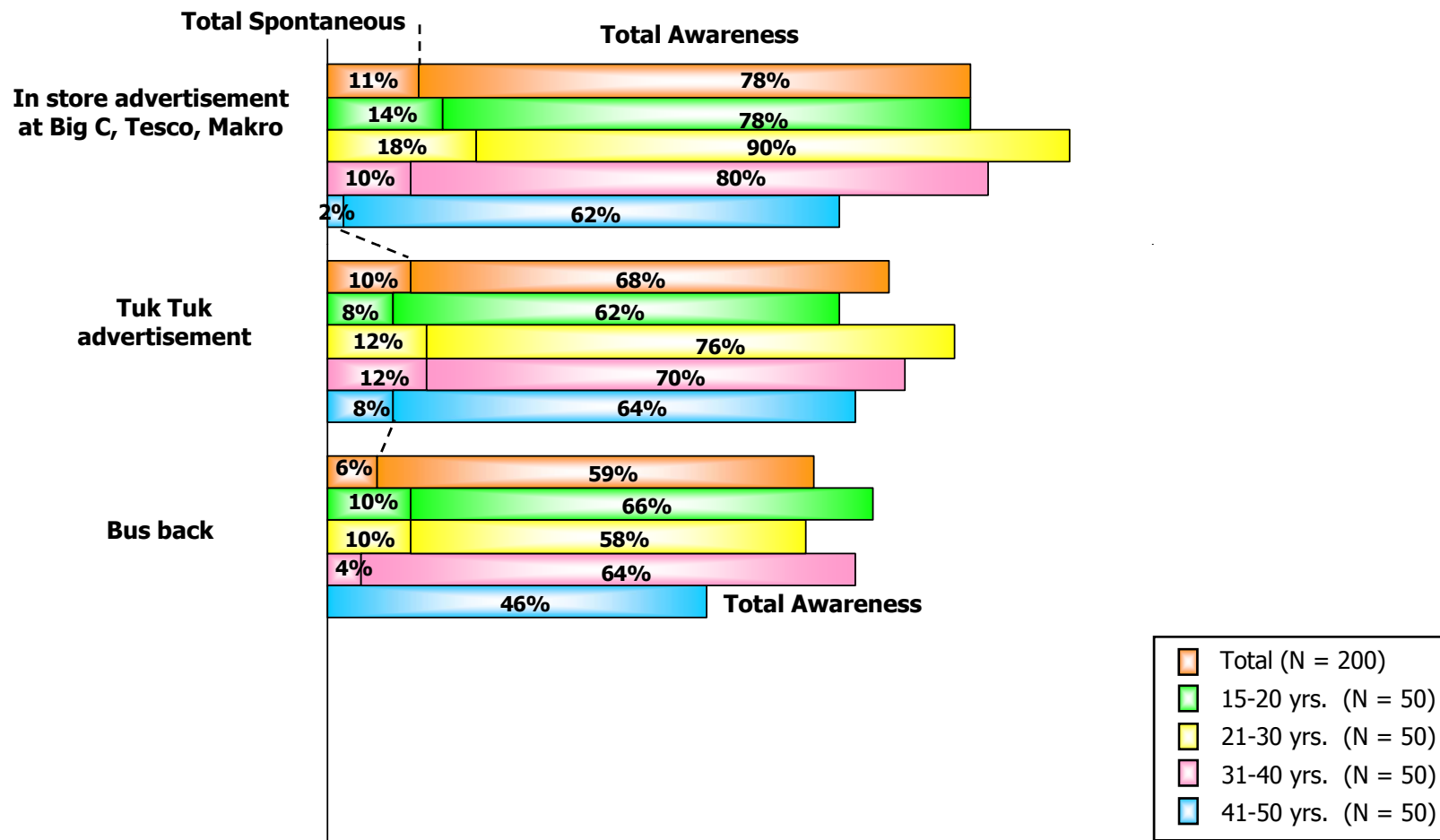
Radio Listening Habit

- **Four out of ten respondents (42%) have identified themselves as being "not radio listeners", especially the non-working housewives.**

- **Not surprisingly, the radio listeners are more likely to skew towards the teens (15-20 yrs.).**

Radio Listening Habit

Yes

59% ┈┈┈▶ **Female (61%), Male (56%)**
Business owner (86%), Student (69%)

70%

62%

62%

40%

No

42% ┈┈┈▶ **Non-working housewife (89%)**

30%

38%

38%

60%

☐ **Total (N = 200)**
☐ **15-20 yrs. (N = 50)**
☐ **21-30 yrs. (N = 50)**
☐ **31-40 yrs. (N = 50)**
☐ **41-50 yrs. (N = 50)**

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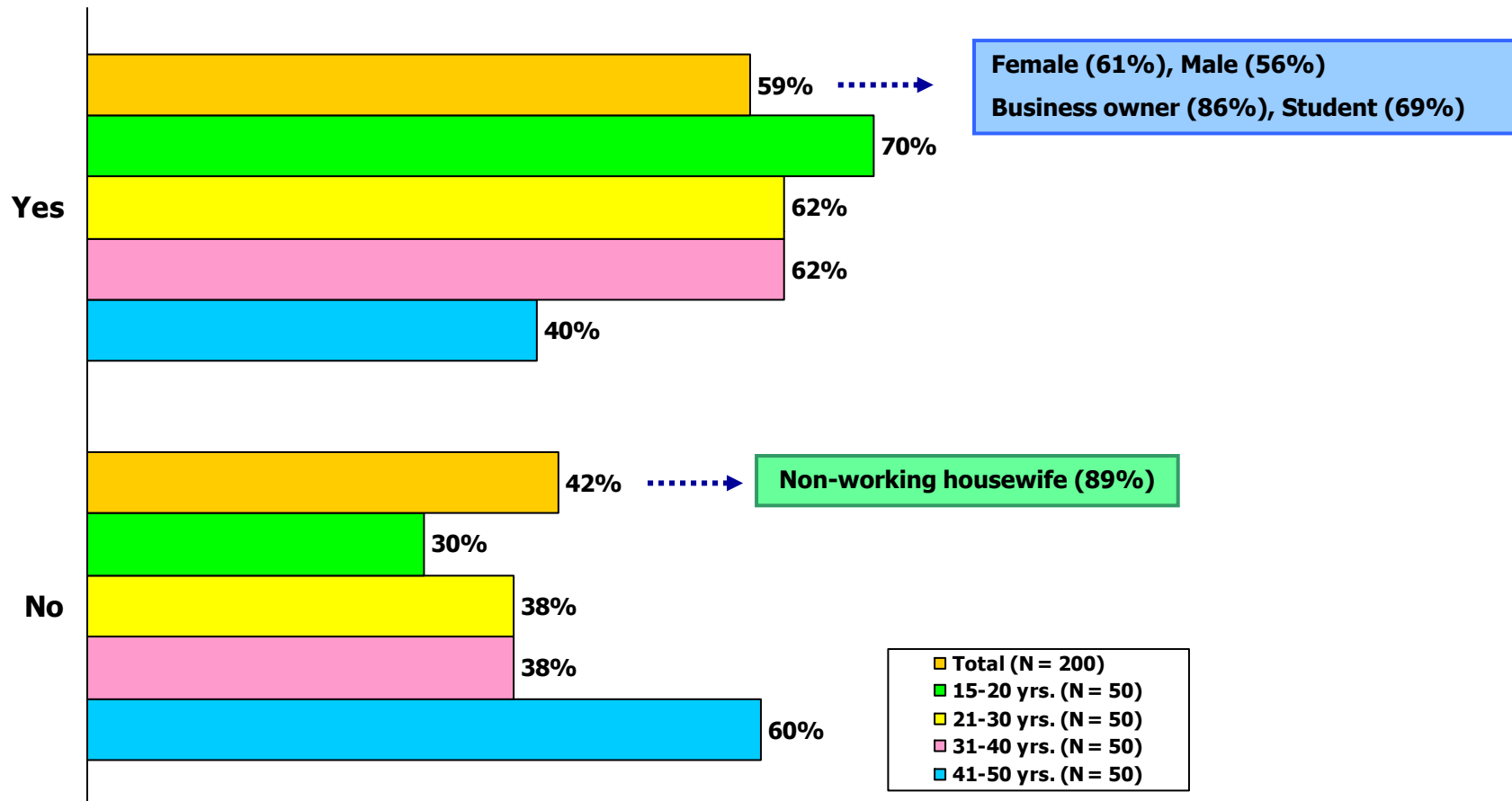
Tested "Top Gun" Billboard

- **Nescafe Red Cup**

- **Pedigree**

- **Car 4 Cash**

- **Land & Houses**

- **Caltex Delo**

- **Acer Computer**

- **Golden Cup Balm**

- **Vitamilk**

- **HP Printer**

- **SVOA Computer**

- **7 UP**

"Nescafe Red Cup"

"Nescafe Red Cup" Billboard

Awareness of "Nescafe Red Cup" Ad

Pie chart:
- No 14%
- Yes 86%

Bar chart:
- 15-20 yrs. (N = 50) — 88%
- 21-30 yrs. (N = 50) — 88%
- 31-40 yrs. (N = 50) — 82%
- 41-50 yrs. (N = 50) — 86%

- Male (N = 100) — 85%
- Female (N = 100) — 87%

- Student (N = 52) — 90%
- Non-working housewife (N = 9) — 67%
- Govt. (N = 46) — 87%
- Company employee (N = 47) — 89%
- Business owner (N = 7) — 100%
- Freelance (N = 39) — 77%
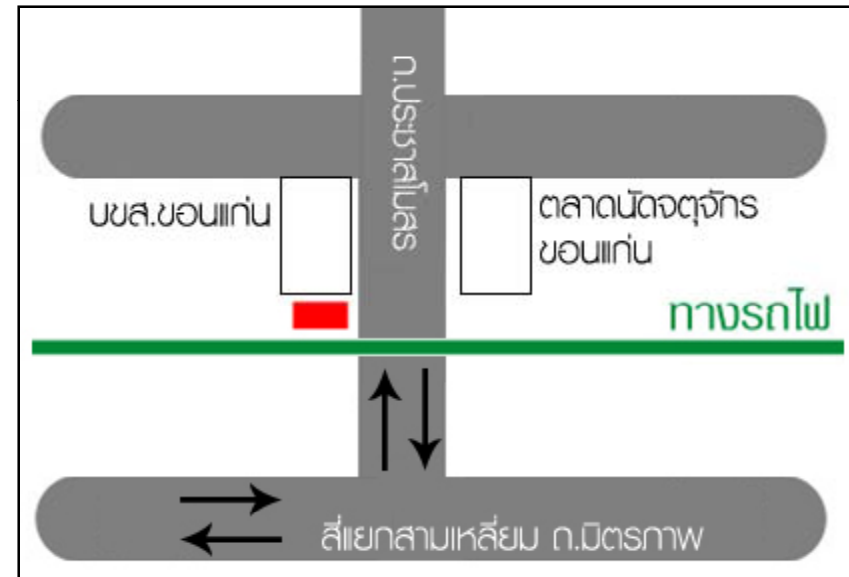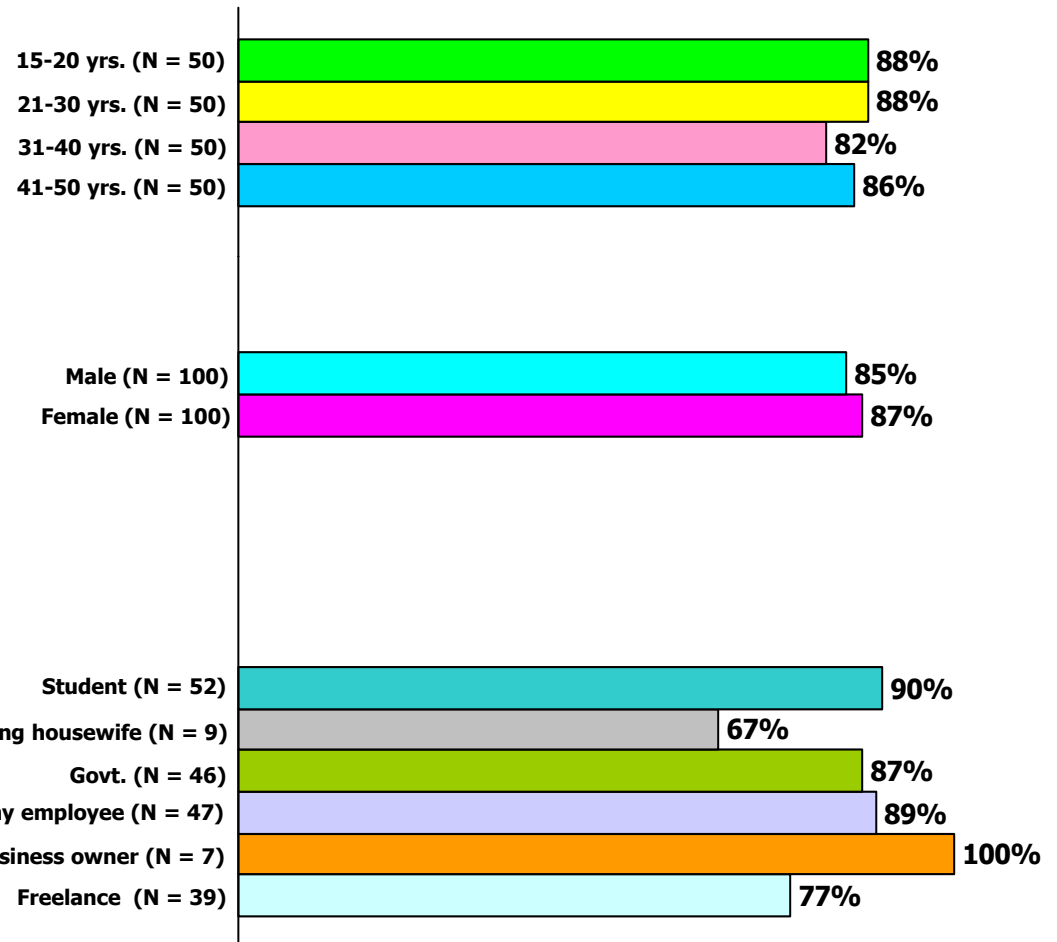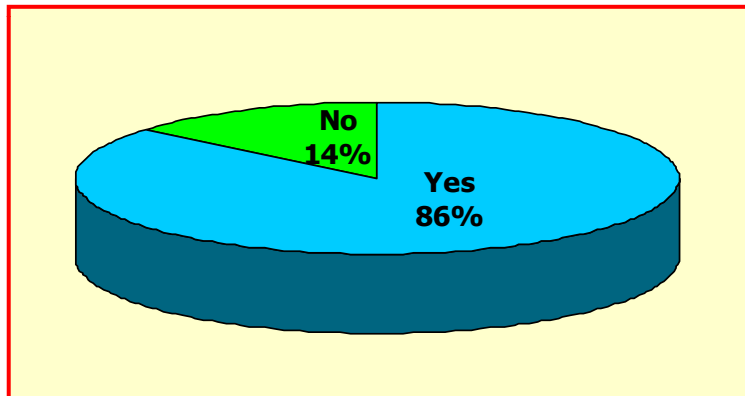
Source of Awareness of "Nescafe Red Cup" Ad

"Awareness"

No 14%

Yes 86%
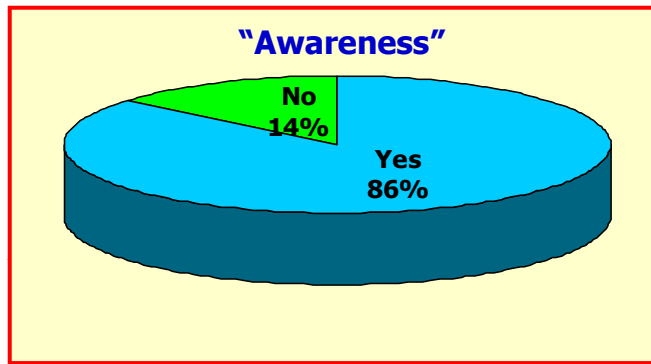
Correct recall (N = 169)	**98%**
Television (N = 160)	95%
Billboard (N = 64)	38%
Wrong recall (N = 38)	**22%**
Newspaper (N = 26)	68%
Magazine (N = 16)	42%
Radio (N = 7)	18%

Male : Female (93%) equally

Television
- 93%
- 91%
- 96%
- 93%
- 93%

Billboard — Female (44%)
- 37%
- 50%
- 30%
- 39%
- 30%

Newspaper — Female (20%)
- 15%
- 9%
- 23%
- 17%
- 12%

Magazine — Female (13%)
- 9%
- 5%
- 14%
- 15%
- 5%

Legend:
- Total (N = 172)
- 15-20 yrs. (N = 44)
- 21-30 yrs. (N = 44)
- 31-40 yrs. (N = 41)
- 41-50 yrs. (N = 43)

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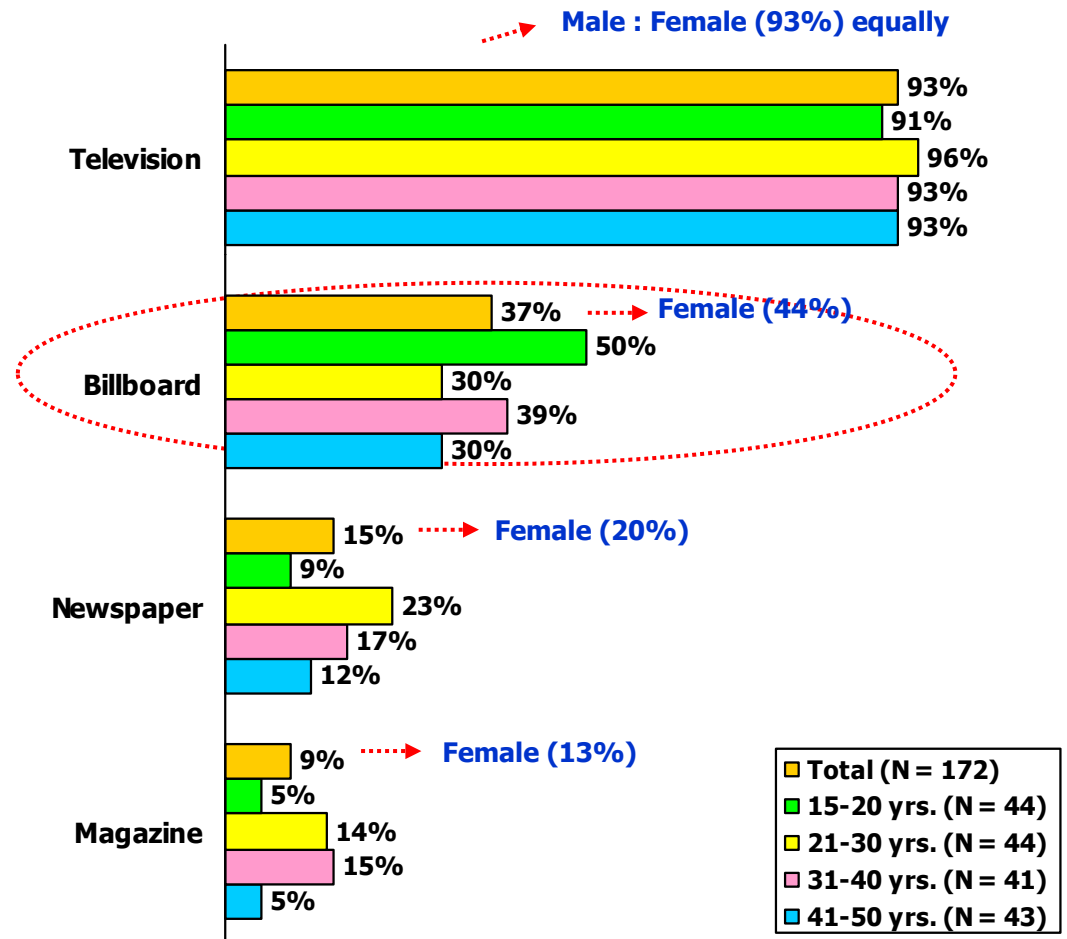
Awareness of "Nescafe Red Cup" Billboard

Mode of Transportation

- **Motorcycle**   45%
- **Personal car**   36%
- **Bus / Mini bus**   17%

"Awareness"

No 14%

Yes 86%
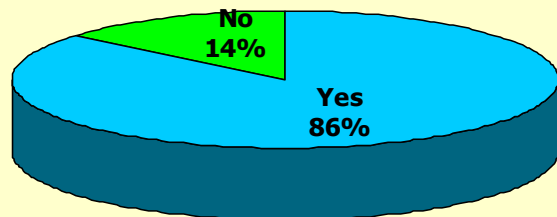
Road Usage

- มิตรภาพ   50%
- กลางเมือง   44%
- ศรีจันทร์   41%
- หน้าเมือง   36%
- ประชาสโมสร   22%
- หลังเมือง   18%

แยกมิตรภาพ (ขาเข้า) แยกสามเหลี่ยม เข้าเมืองไปบขส.

Spontaneous Awareness (N = 200)   30%

Location prompted (N = 200)   45%

Picture prompted (N = 200)   61%

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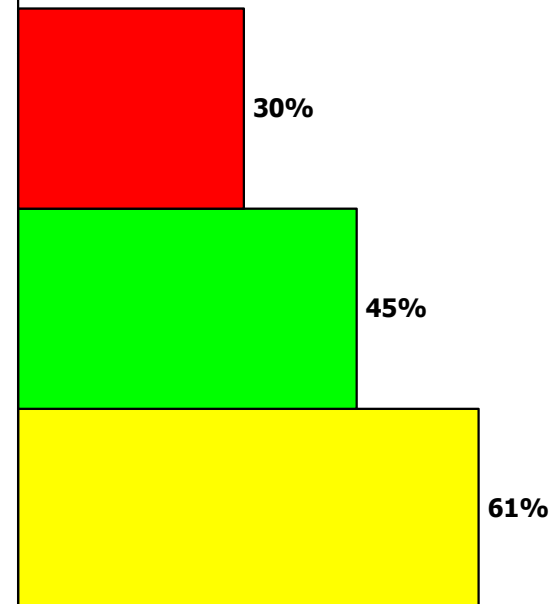
Seeing Frequency of "Nescafe Red Cup" Billboard

Avg. Frequency   12.65 times/person/mth

"Awareness"

No
14%

Yes
86%

Everyday
- 12%
- 11%
- 12%

⟶ Personal car (57%), มิตรภาพ(86%)

5-6 times a week
- 9%
- 15%
- 5%

⟶ Motorcycle (64%), มิตรภาพ (73%)

3-4 times a week
- 17%
- 22%
- 14%

⟶ Personal car (38%), มิตรภาพ (67%)

1-2 times a week
- 35%
- 35%
- 35%

2-3 times a month
- 17%
- 9%
- 23%

Once a month
- 11%
- 9%
- 12%

☐ Total (N = 121)
☐ Male (N = 55)
☐ Female (N = 66)
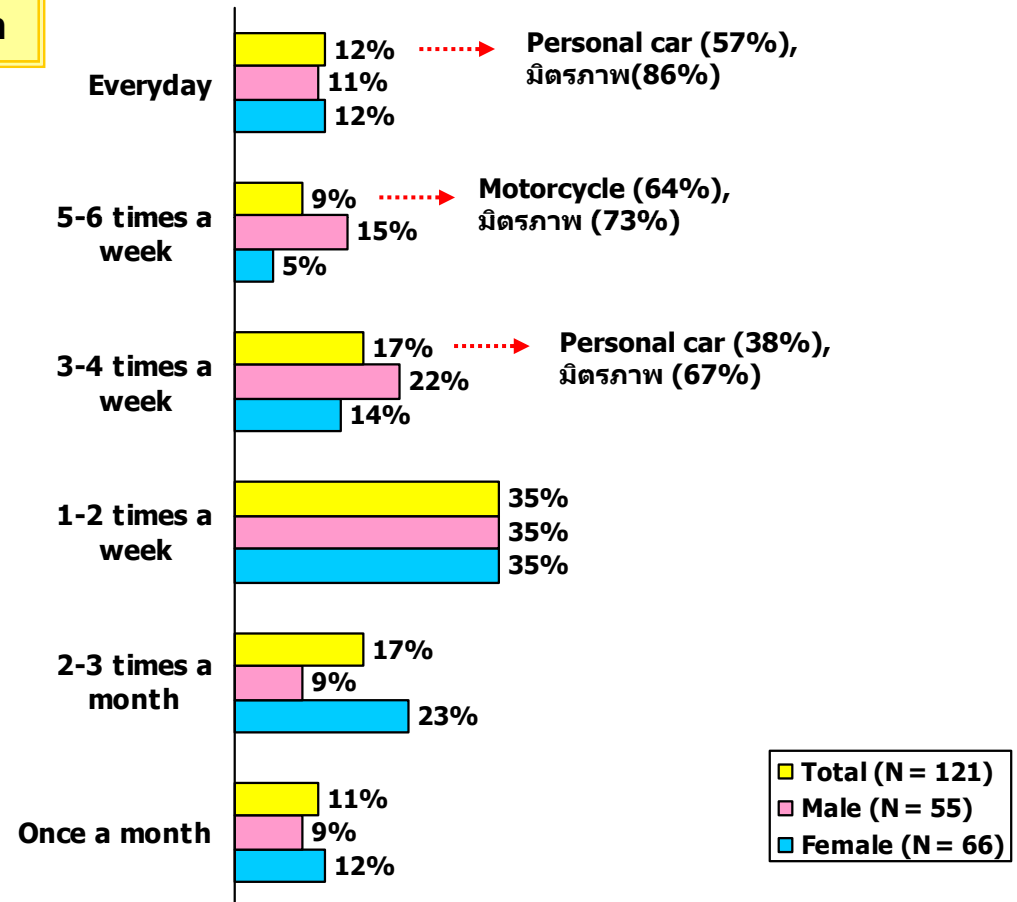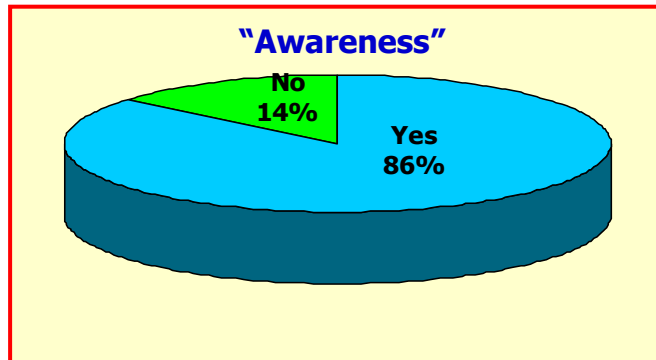
Preference of "Nescafe Red Cup" Billboard

Like it very much
- 8%
- 10%
- 9%
- 16%

Male (9%) : Female (8%)

Quite like
- 50%
- 47%
- 64%
- 52%
- 36%

Female (53%)

So-so
- 39%
- 43%
- 33%
- 39%
- 40%

Male (42%)

Quite dislike
- 2%
- 8%

Dislike it at all
- 1%
- 3%
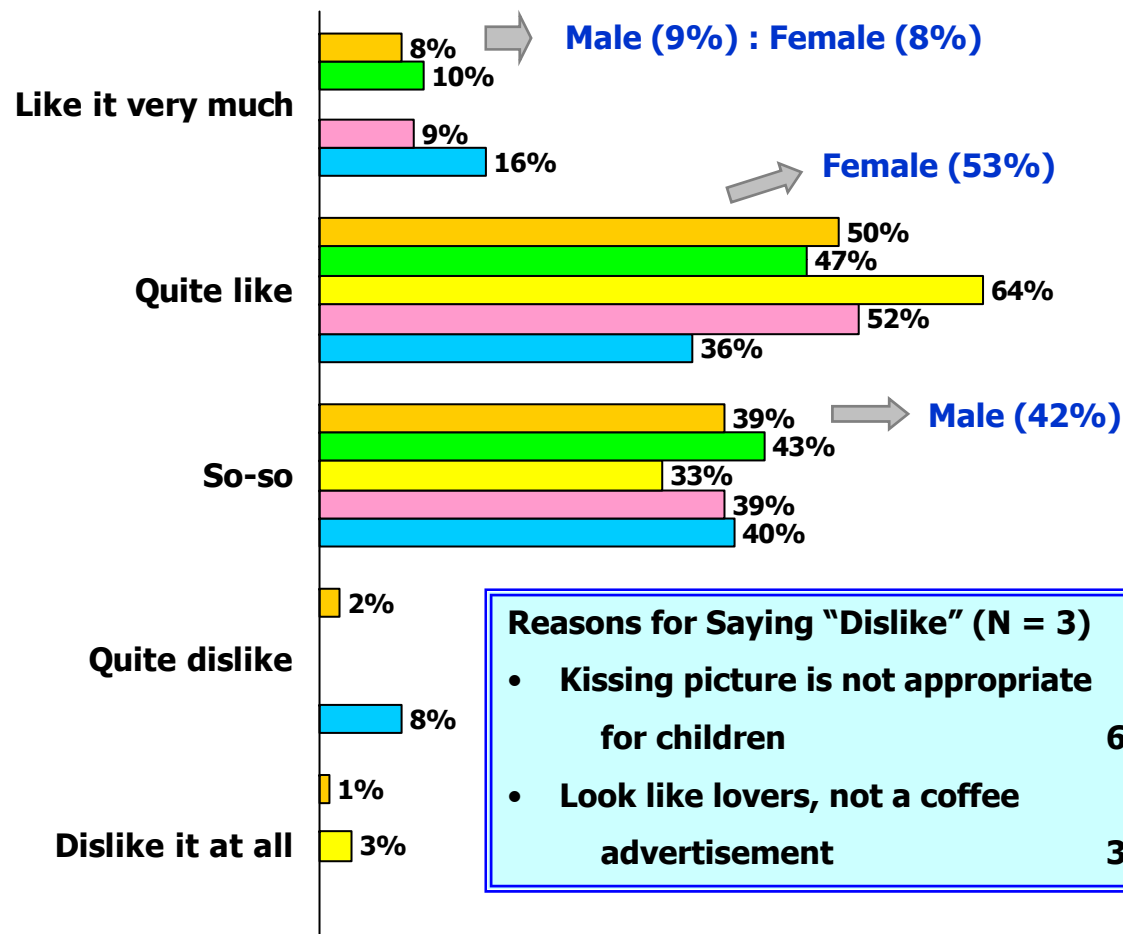
Reasons for Saying "Like" (N = 71)
- Big and eye catching pack shot **32%**
- Attractive and cute presenter **28%**
- Presenter expresses a refreshing feeling **17%**
- Man holding a red cup looks eye catching **10%**

Reasons for Saying "Dislike" (N = 3)
- Kissing picture is not appropriate for children **67%**
- Look like lovers, not a coffee advertisement **33%**

- Total (N = 121) Mean : 3.64
- 15-20 yrs. (N = 30) Mean : 3.67
- 21-30 yrs. (N = 33) Mean : 3.58
- 31-40 yrs. (N = 33) Mean : 3.70
- 41-50 yrs. (N = 25) Mean : 3.60

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Persuasion on "Nescafe Red Cup"

Very interested
- 6% — **Male : female (6% equally)**
- 3%
- 12%
- 8%

Quite interested
- 31% — **Male (36%)**
- 27%
- 52%
- 21%
- 20%

So-so
- 61% — **Female (64%)**
- 73%
- 39%
- 64%
- 72%

Quite not interested
- 2%
- 6%

Not interested at all
- 1%
- 3%

Reasons for Saying "Interest" (N = 44)
- Would like to have a refreshing / warm feeling as presenter   96%
- Convey of lover bonding   5%

Reasons for Saying "Dislike" (N = 3)
- Look like a lover, not relating to a coffee ad   67%
- Kissing picture is not appropriate for Nescafe ad   33%

- Total (N =121) Mean : 3.39
- 15-20 yrs. (N = 30) Mean : 3.27
- 21-30 yrs. (N = 33) Mean : 3.52
- 31-40 yrs. (N = 33) Mean : 3.39
- 41-50 yrs. (N = 25) Mean : 3.36

"Pedigree"

"Pedigree" Billboard

Awareness of "Pedigree" Ad

15-20 yrs. (N = 50)	92%
21-30 yrs. (N = 50)	92%
31-40 yrs. (N = 50)	86%
41-50 yrs. (N = 50)	86%

No 11%
Yes 89%

Male (N = 100)	85%
Female (N = 100)	93%

Student (N = 52)	92%
Non-working housewife (N = 9)	78%
Govt. (N = 46)	76%
Company employee (N = 47)	98%
Business owner (N = 7)	86%
Freelance (N = 39)	92%

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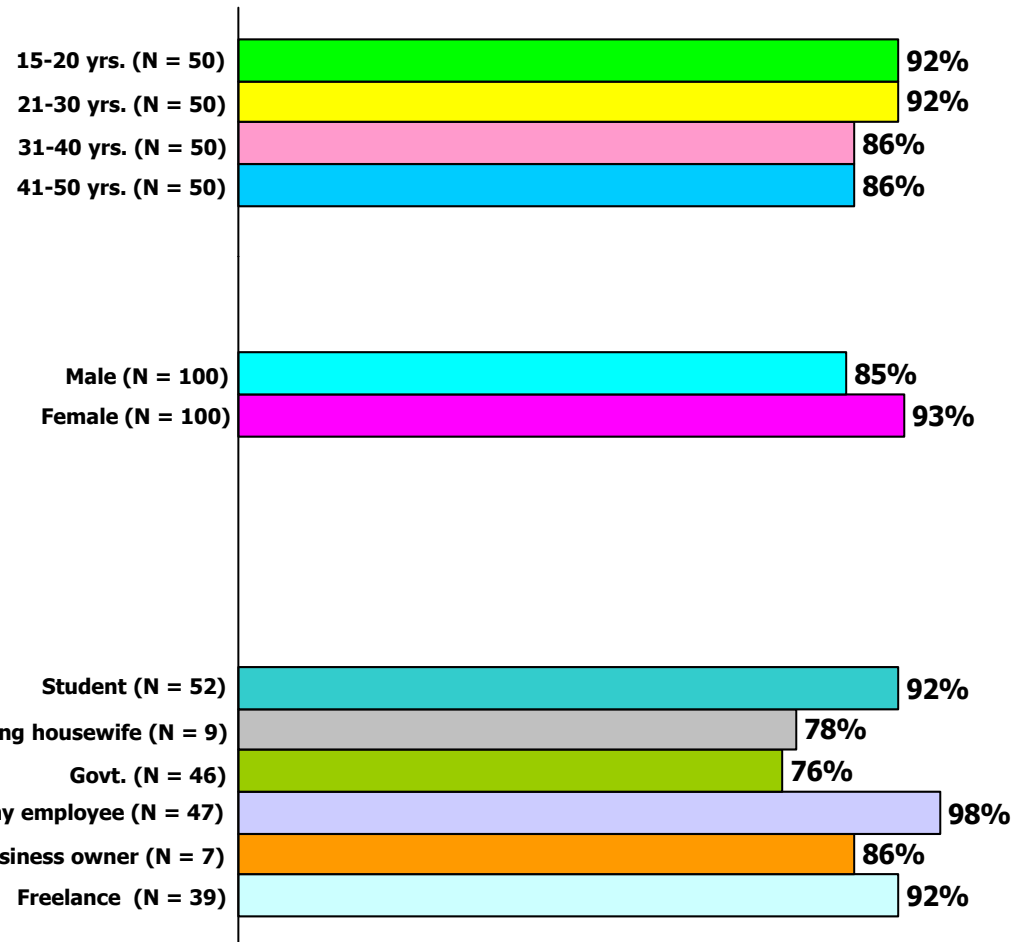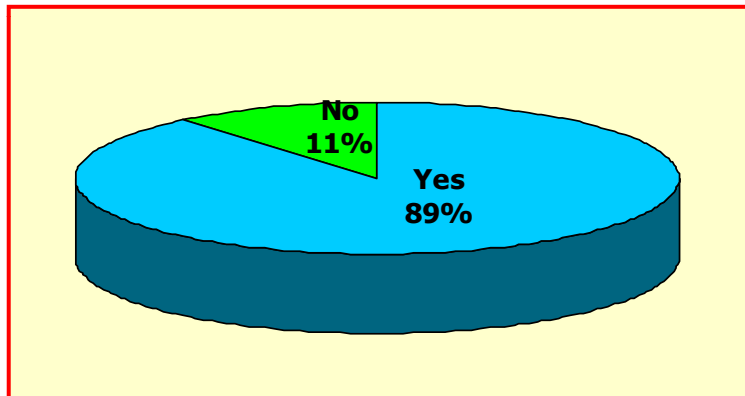
Source of Awareness of "Pedigree" Ad

"Awareness"

No 11%

Yes 89%
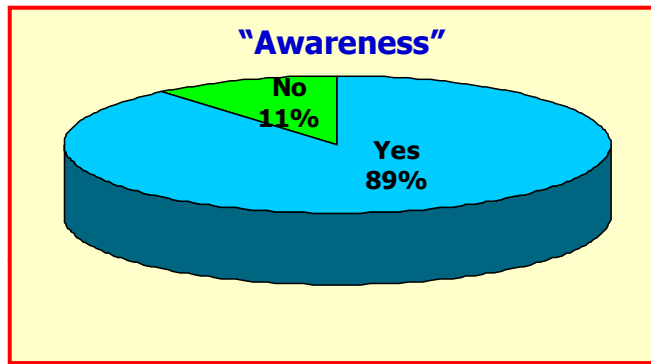
Correct recall (N = 168)	**94%**
Television (N = 158)	94%
Billboard (N = 48)	29%
Newspaper (N = 37)	22%
Wrong recall (N = 40)	**23%**
Magazine (N = 17)	43%
Poster / banner in front of the stores i.e. pet shop, veterinary clinic (N = 13)	33%
Radio (N = 12)	30%

Television — Female (90%) : Male (87%)
- 89%
- 85%
- 94%
- 93%
- 84%

Billboard — Male (29%) : Female (25%)
- 27%
- 33%
- 13%
- 23%
- 40%

Newspaper — Female (27%)
- 21%
- 15%
- 30%
- 19%
- 19%

Magazine — Female (13%)
- 10%
- 4%
- 9%
- 16%
- 9%

Legend:
- Total (N = 178)
- 15-20 yrs. (N = 46)
- 21-30 yrs. (N = 46)
- 31-40 yrs. (N = 43)
- 41-50 yrs. (N = 43)

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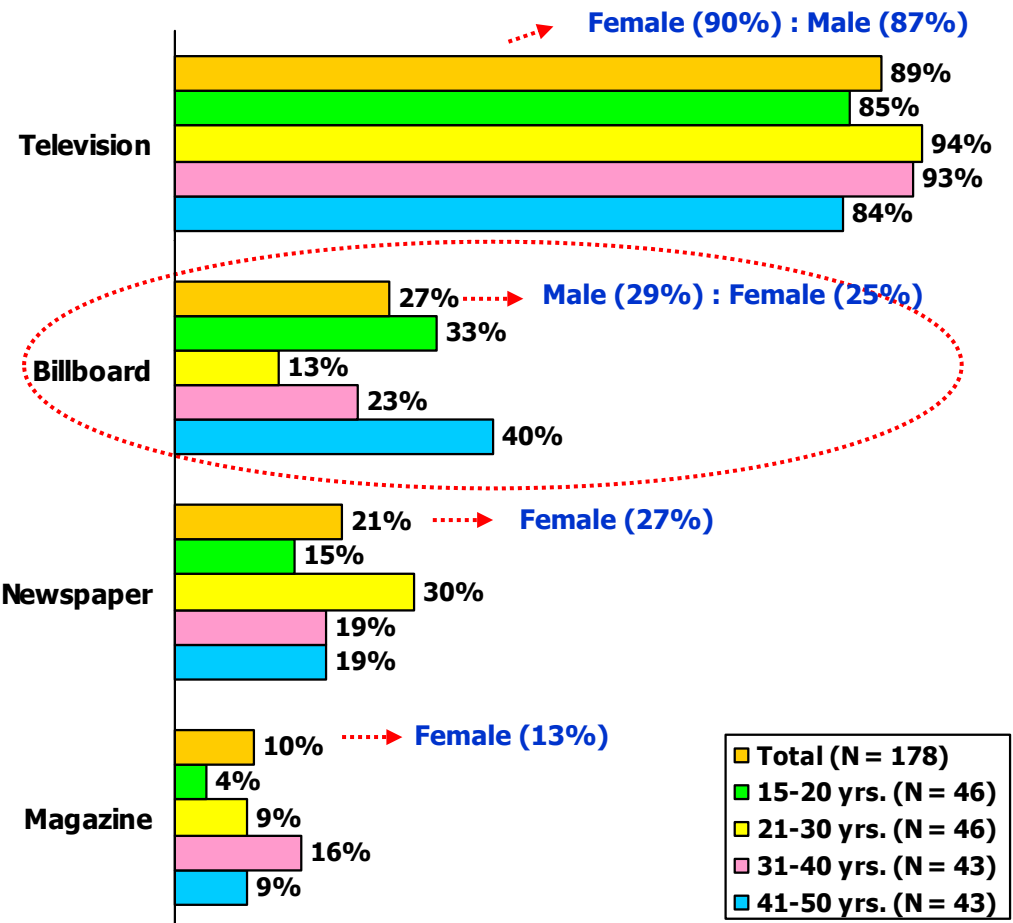
Awareness of "Pedigree" Billboard

Mode of Transportation

- **Motorcycle**   **45%**
- **Personal car**   **29%**
- **Bus / Mini bus**   **24%**

ร้านจงมีพานิชย์ หน้าตลาดโบ๊เบ๊ ถ. กลางเมือง ตรงข้ามกับโรงเรียนกัลยาณวัตร

"Awareness"

No 11%

Yes 89%
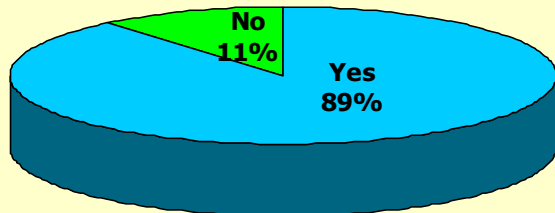
Road Usage

- กลางเมือง   **50%**
- มิตรภาพ   **49%**
- ศรีจันทร์   **39%**
- หน้าเมือง   **34%**
- ประชาสโมสร   **20%**
- หลังเมือง   **20%**

Spontaneous Awareness (N = 200)   22%

Location prompted (N = 200)   31%

Picture prompted (N = 200)   46%

Seeing Frequency of "Pedigree" Billboard

Avg. Frequency   18.21 times/person/mth

"Awareness"

No 11%

Yes 89%

Everyday
- 16% ····> Motorcycle : Personal car : Bus / Mini bus (33%) equally, กลางเมือง (60%)
- 5%
- 27%

5-6 times a week
- 13% ····> Motorcycle (50%), หน้าเมือง (58%)
- 18%
- 8%

3-4 times a week
- 20% ····> Motorcycle (44%), กลางเมือง(61%)
- 18%
- 21%

1-2 times a week
- 23%
- 23%
- 23%

2-3 times a month
- 20%
- 27%
- 13%

Once a month
- 8%
- 7%
- 8%

Less than once a month
- 1%
- 2%

☐ Total (N = 92)
☐ Male (N = 44)
☐ Female (N = 48)

The Interactive Research Co..Ltd.
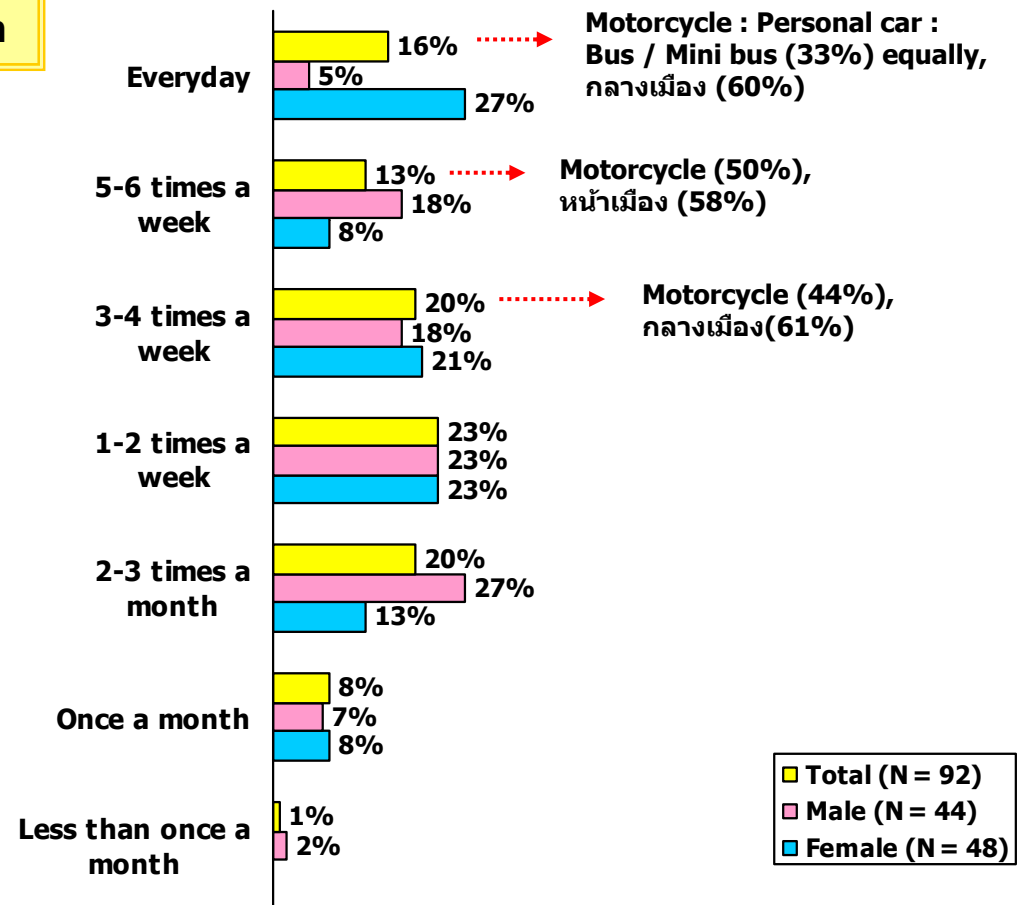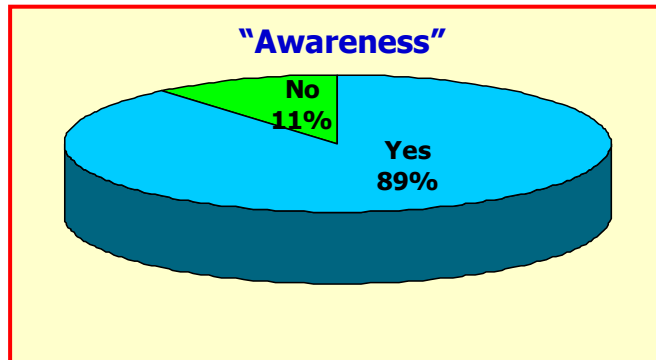
Preference of "Pedigree" Billboard

Female (15%) : Male (11%)

Like it very much
- 13%
- 18%
- 12%
- 5%
- 16%

Reasons for Saying "Like" (N = 50)
- Big, cute and healthy dog   96%
- Fonts are easy to read   6%
- Attractive color   4%

Female (52%)

Quite like
- 41%
- 46%
- 35%
- 36%
- 44%

Male (57%)

So-so
- 44%
- 36%
- 53%
- 59%
- 32%

Should have dog food shown
- 2%

Quite dislike
- 8%

- Total (N = 92) Mean : 3.65
- 15-20 yrs. (N = 28) Mean : 3.82
- 21-30 yrs. (N = 17) Mean : 3.59
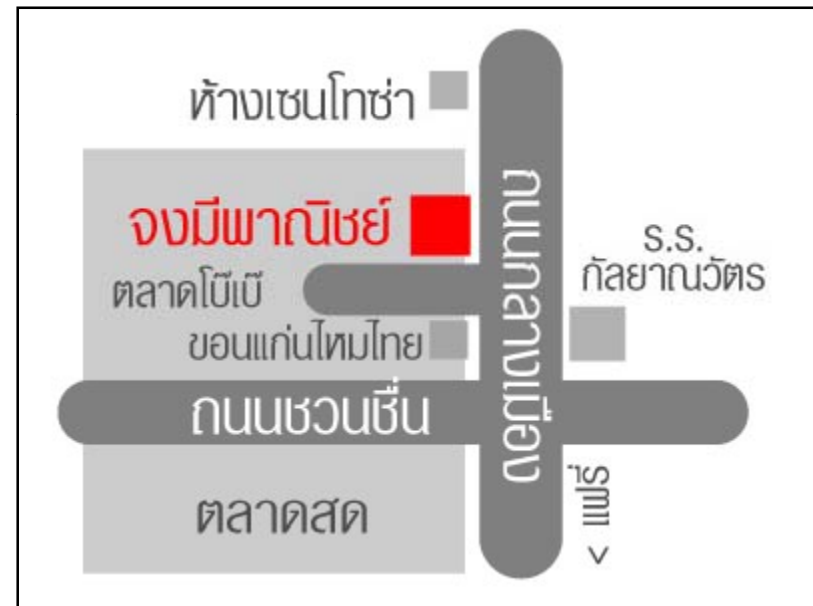- 31-40 yrs. (N = 22) Mean : 3.45
- 41-50 yrs. (N = 25) Mean : 3.68

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Persuasion on "Pedigree"

Very interested
- 5% → Female (10%)
- 4%
- 6%
- 9%
- 4%

Quite interested
- 36% → Female (40%)
- 43%
- 29%
- 36%
- 32%

So-so
- 59% → Male (68%)
- 54%
- 65%
- 55%
- 64%

Reasons for Saying "Interest" (N = 38)
- Would like to have a healthy dog as presented in the ad   87%
- Picture of healthy dog and brand name is clear   5%
- Healthy dog presented creates a confidence in product quality   5%

Legend:
- Total (N = 92) Mean : 3.47
- 15-20 yrs. (N = 28) Mean : 3.50
- 21-30 yrs. (N = 17) Mean : 3.41
- 31-40 yrs. (N = 22) Mean : 3.55
- 41-50 yrs. (N = 25) Mean : 3.40

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"Car 4 Cash"

"Car 4 Cash" Billboard

Awareness of "Car 4 Cash" Ad

15-20 yrs. (N = 50) — 64%
21-30 yrs. (N = 50) — 72%
31-40 yrs. (N = 50) — 66%
41-50 yrs. (N = 50) — 46%

Male (N = 100) — 57%
Female (N = 100) — 67%

Student (N = 52) — 64%
Non-working housewife (N = 9) — 56%
Govt. (N = 46) — 65%
Company employee (N = 47) — 70%
Business owner (N = 7) — 57%
Freelance (N = 39) — 49%

No 38%
Yes 62%

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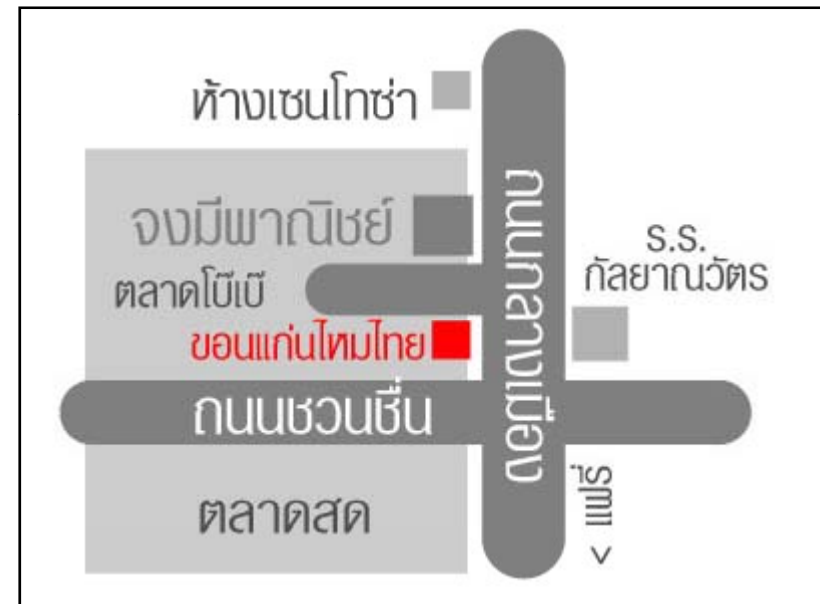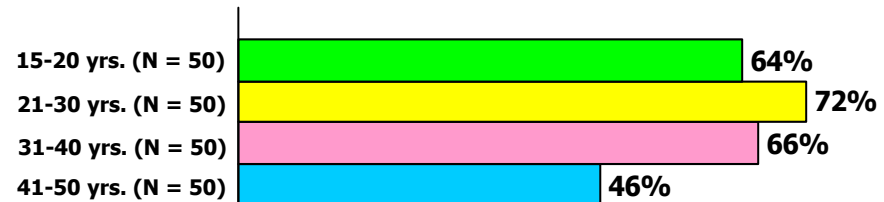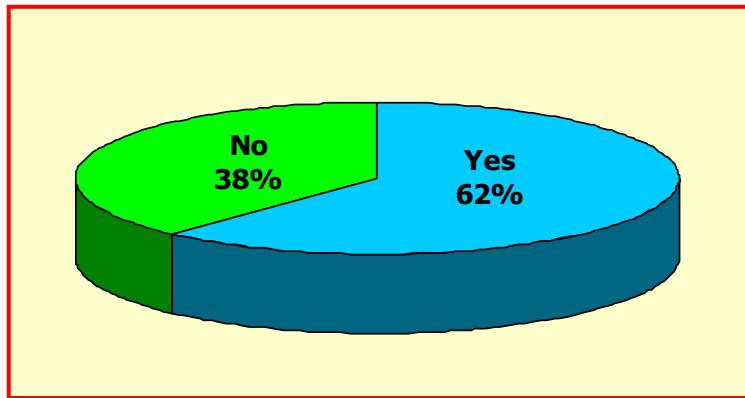
Source of Awareness of "Car 4 Cash" Ad

"Awareness"

- No 38%
- Yes 62%
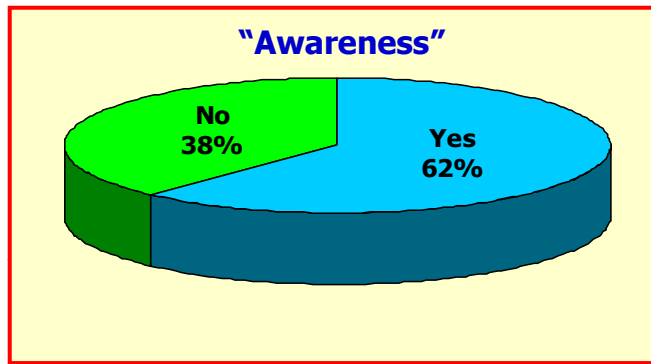
Correct recall (N = 123)	99%
Television (N = 108)	88%
Billboard (N = 42)	34%
Newspaper (N = 10)	8%
Radio (N = 10)	8%
Wrong recall (N = 6)	5%
Magazine (N = 4)	67%
Advertisement on the electricity post (N = 1)	17%
Mobile van (N = 1)	17%

Television
- Female (90%)
- 87%
- 88%
- 94%
- 82%
- 83%

Billboard
- 34% — Male (37%)
- 31%
- 25%
- 33%
- 52%

Newspaper
- 8% — Male (12%)
- 8%
- 12%
- 13%

Radio
- 8% — Female (10%)
- 9%
- 8%
- 12%

Legend:
- ☐ Total (N = 124)
- ☐ 15-20 yrs. (N = 32)
- ☐ 21-30 yrs. (N = 36)
- ☐ 31-40 yrs. (N = 33)
- ☐ 41-50 yrs. (N = 23)

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
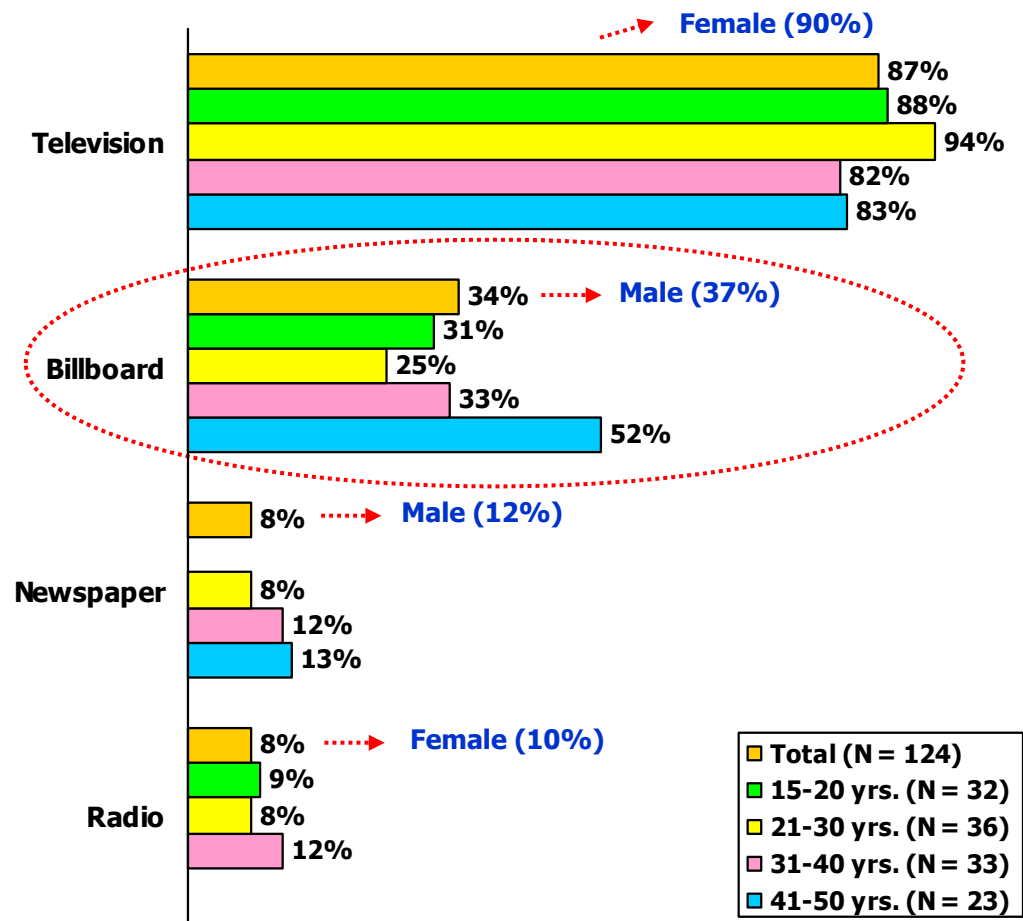
Awareness of "Car 4 Cash" Billboard

Mode of Transportation

- **Motorcycle** 51%
- **Personal car** 32%
- **Bus / Mini bus** 16%

ร้านขอนแก่นไหมไทย หน้าตลาดโบ๊เบ๊ ถ.
กลางเมือง ตรงข้ามกับโรงเรียนกัลยาณวัตร

"Awareness"

No 38%

Yes 62%

Spontaneous Awareness
(N = 200) — 17%

Location prompted
(N = 200) — 27%

Picture prompted
(N = 200) — 44%
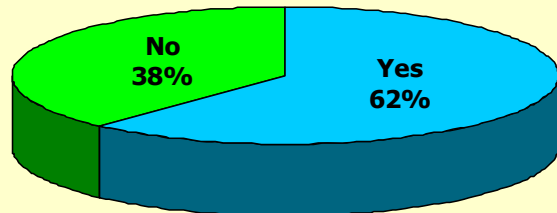
Road Usage

- มิตรภาพ 50%
- ศรีจันทร์ 47%
- กลางเมือง 46%
- หน้าเมือง 33%
- หลังเมือง 19%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Seeing Frequency of "Car 4 Cash" Billboard

Avg. Frequency   19.09 times/person/mth

"Awareness"

- No 38%
- Yes 62%

Everyday
- 22% (Total) ·····▶ **Motorcycle (47%),**
- 29% (Male)   **กลางเมือง (58%)**
- 16% (Female)

5-6 times a week
- 7% ·····▶ **Motorcycle (67%),**
- 5%   **กลางเมือง : ศรีจันทร์ (67%) equally**
- 8%

3-4 times a week
- 11% ·····▶ **Bus / Mini bus (50%),**
- 8%   **กลางเมือง (70%)**
- 14%

1-2 times a week
- 25%
- 24%
- 26%

2-3 times a month
- 19%
- 18%
- 20%

Once a month
- 10%
- 13%
- 8%

Less than once a month
- 6%
- 3%
- 8%

- Total (N = 88)
- Male (N = 38)
- Female (N = 50)
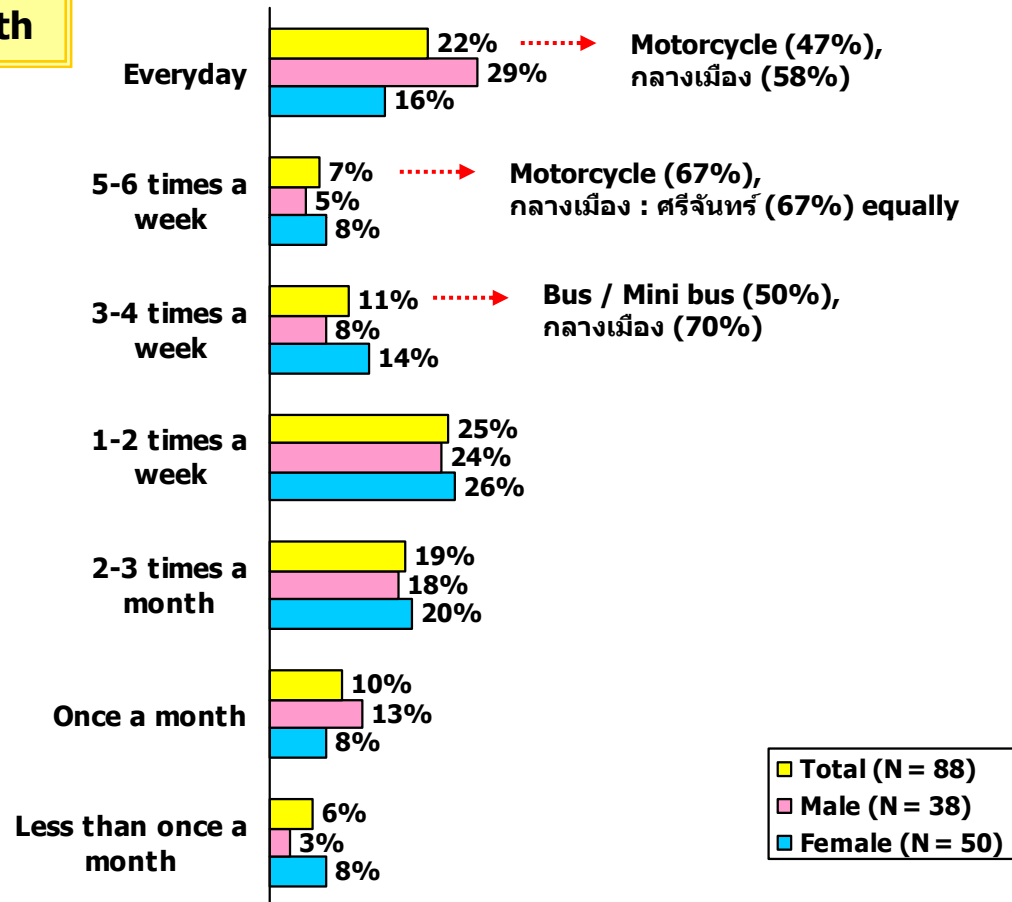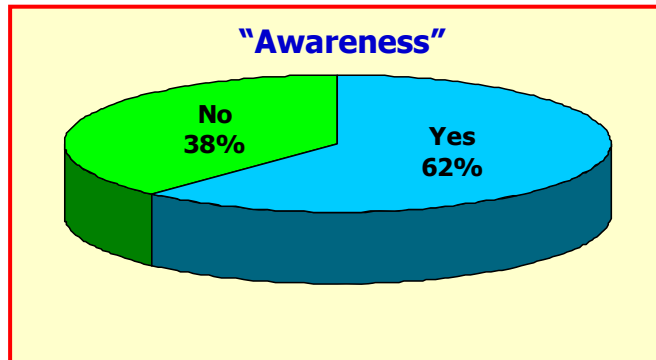
Preference of "Car 4 Cash" Billboard

Like it very much
- 1%
- 5%

Quite like
- 23% → **Male (29%)**
- 27%
- 13%
- 30%
- 20%

So-so
- 74% → **Female (78%)**
- 73%
- 87%
- 70%
- 65%

Quite dislike
- 2%
- 10%

Reasons for Saying "Like" (N = 21)
- Big fonts / easy to read   38%
- Beautiful presenter   33%
- Have clear information / easy to understand   29%

Legend:
- Total (N = 88) Mean : 3.23
- 15-20 yrs. (N = 22) Mean : 3.27
- 21-30 yrs. (N = 23) Mean : 3.13
- 31-40 yrs. (N = 23) Mean : 3.30
- 41-50 yrs. (N = 20) Mean : 3.20

Persuasion on "Car 4 Cash"

Very interested
- 1%
- 5%

Reasons for Saying "Interest" (N = 10)
- Big fonts / easy to read — 50%
- Have clear information /
  easy to understand — 40%

Quite interested
- 10% → Female (14%)
- 13%
- 22%
- 5%

So-so
- 85% → Male (87%) : Female (84%)
- 96%
- 83%
- 78%
- 85%

Quite not interested
- 3% ·····▶ Have no product details (67%)
- 4%
- 10%

- ■ Total (N = 88) Mean : 3.09
- ■ 15-20 yrs. (N = 22) Mean : 3.09
- ■ 21-30 yrs. (N = 23) Mean : 3.09
- ■ 31-40 yrs. (N = 23) Mean : 3.22
- ■ 41-50 yrs. (N = 20) Mean : 2.95

"Land & Houses"

"Land & Houses" Billboard

Awareness of "Land & Houses" Ad

15-20 yrs. (N = 50)	68%
21-30 yrs. (N = 50)	82%
31-40 yrs. (N = 50)	80%
41-50 yrs. (N = 50)	80%

Male (N = 100)	74%
Female (N = 100)	81%

Student (N = 52)	65%
Non-working housewife (N = 9)	89%
Govt. (N = 46)	76%
Company employee (N = 47)	83%
Business owner (N = 7)	100%
Freelance (N = 39)	82%

Pie chart: No 23%, Yes 78%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
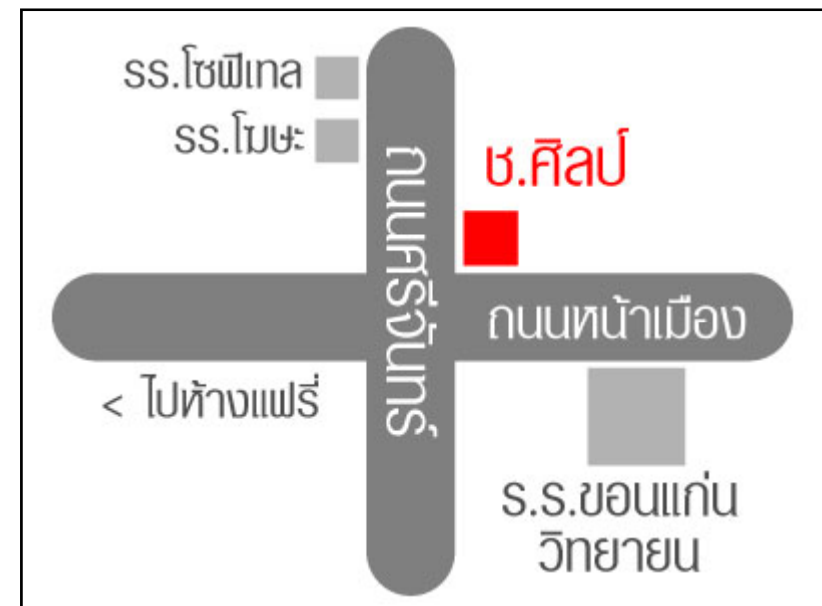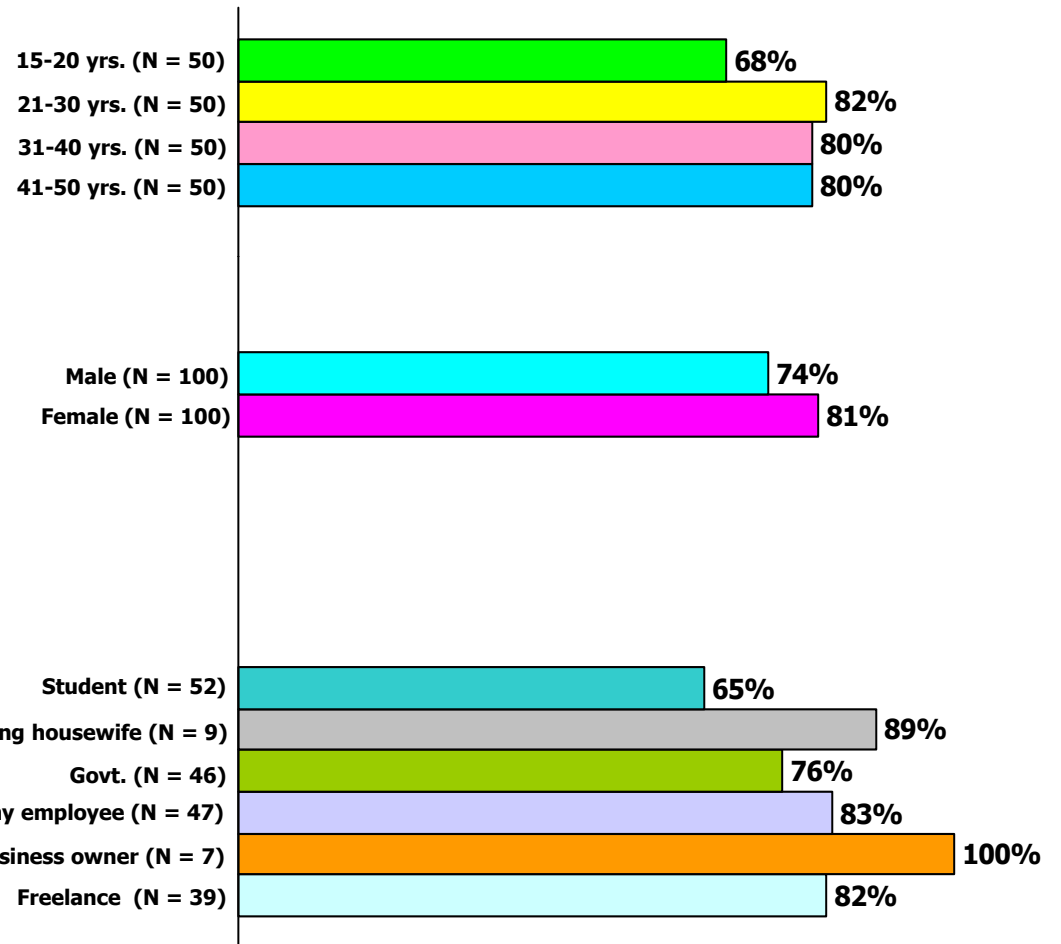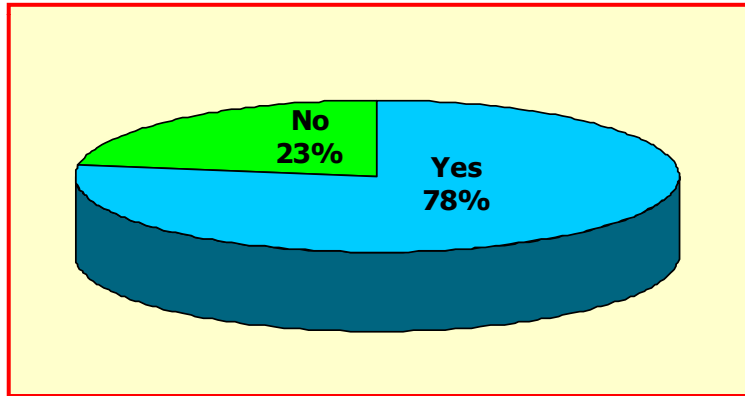
Source of Awareness of "Land & Houses" Ad

"Awareness"

No 23%
Yes 78%
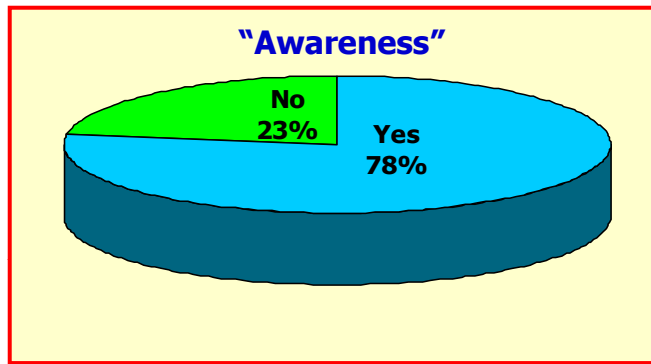
Correct recall (N = 66)	**43%**
Billboard (N = 66)	100%
Wrong recall (N = 125)	**81%**
Television (N = 105)	84%
Newspaper (N = 35)	28%
Magazine (N = 13)	10%
Radio (N = 9)	7%
Bus side / mini bus (N = 5)	4%

Television
- 68% ·····► **Female (70%)**
- 68%
- 73%
- 65%
- 65%

Billboard
- 43% ·····► **Male (43%) : Female (42%)**
- 53%
- 37%
- 35%
- 48%

Newspaper
- 23% ·····► **Female (24%) : Male (22%)**
- 18%
- 29%
- 25%
- 18%

Magazine
- 8% ·····► **Female (9%) : Male (8%)**
- 3%
- 7%
- 13%
- 10%

Legend:
- ☐ Total (N = 155)
- ☐ 15-20 yrs. (N = 34)
- ☐ 21-30 yrs. (N = 41)
- ☐ 31-40 yrs. (N = 40)
- ☐ 41-50 yrs. (N = 40)

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
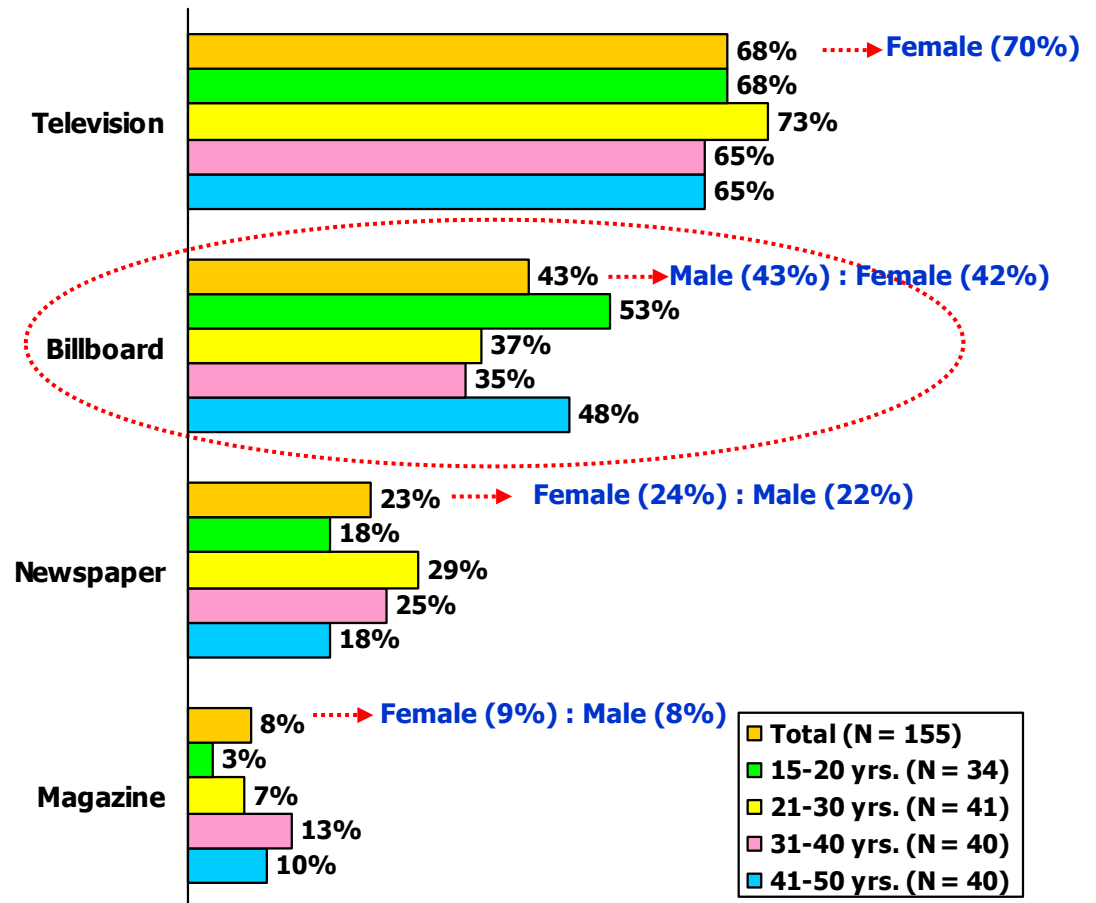
Awareness of "Land & Houses" Billboard

Mode of Transportation

- **Personal car**   39%
- **Motorcycle**   36%
- **Bus / Mini bus**   20%

ร้าน ช. ศิลป์โทรทัศน์ สี่แยก ถ. ศรีจันทร์ ตัดกับ ถ. หน้าเมือง

"Awareness"

No 23%

Yes 78%

Spontaneous Awareness (N = 200)   16%

Location prompted (N = 200)   29%

Picture prompted (N = 200)   40%
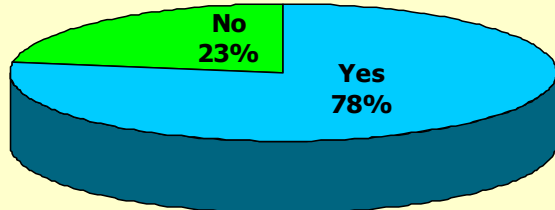
Road Usage

- มิตรภาพ   54%
- กลางเมือง   44%
- ศรีจันทร์   36%
- หน้าเมือง   33%
- ประชาสโมสร   25%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Seeing Frequency of "Land & Houses" Billboard

Avg. Frequency   **12.99 times/person/mth**

"Awareness"

No
23%

Yes
78%

Everyday
15%
22%
9%
→ Personal car (42%),
กลางเมือง (50%),
ศรีจันทร์ : หน้าเมือง (33%) equally

5-6 times a week
8%
5%
9%
→ Motorcycle : Personal car (33%) equally
ศรีจันทร์ (67%), มิตรภาพ : กลางเมือง
(50%) equally, หน้าเมือง (33%)

3-4 times a week
16%
22%
12%
→ Personal car (62%),
มิตรภาพ (77%)

1-2 times a week
33%
32%
33%

2-3 times a month
11%
8%
14%

Once a month
10%
5%
14%

Less than once a month
8%
5%
9%

☐ Total (N = 80)
☐ Male (N = 37)
☐ Female (N = 43)
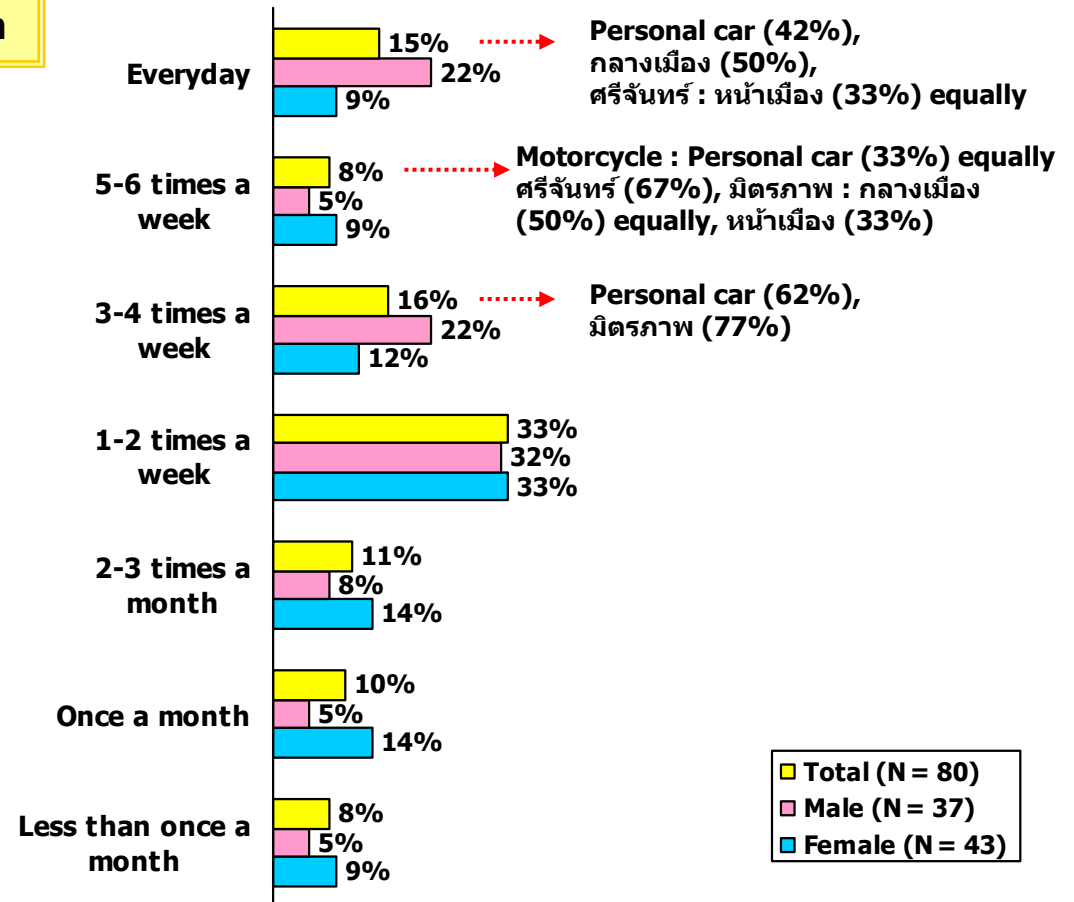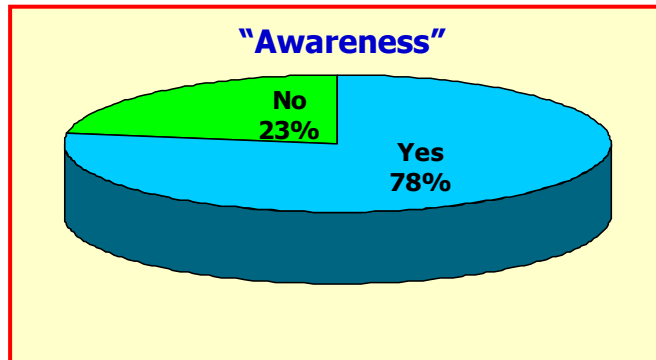
Preference of "Land & Houses" Billboard

Reasons for Saying "Like" (N = 37)
- House visual looks attractive and eye catching **65%**
- Luxurious home style **24%**
- Attractive color **8%**

Like it very much
- 5% → Male : Female (5%) equally
- 5%
- 8%
- 8%

Quite like
- 41% → Female (56%)
- 41%
- 44%
- 39%
- 40%

So-so
- 54% → Male (70%)
- 55%
- 48%
- 54%
- 60%

Legend:
- Total (N = 80) Mean : 3.51
- 15-20 yrs. (N = 22) Mean : 3.50
- 21-30 yrs. (N = 25) Mean : 3.60
- 31-40 yrs. (N = 13) Mean : 3.54
- 41-50 yrs. (N = 20) Mean : 3.40
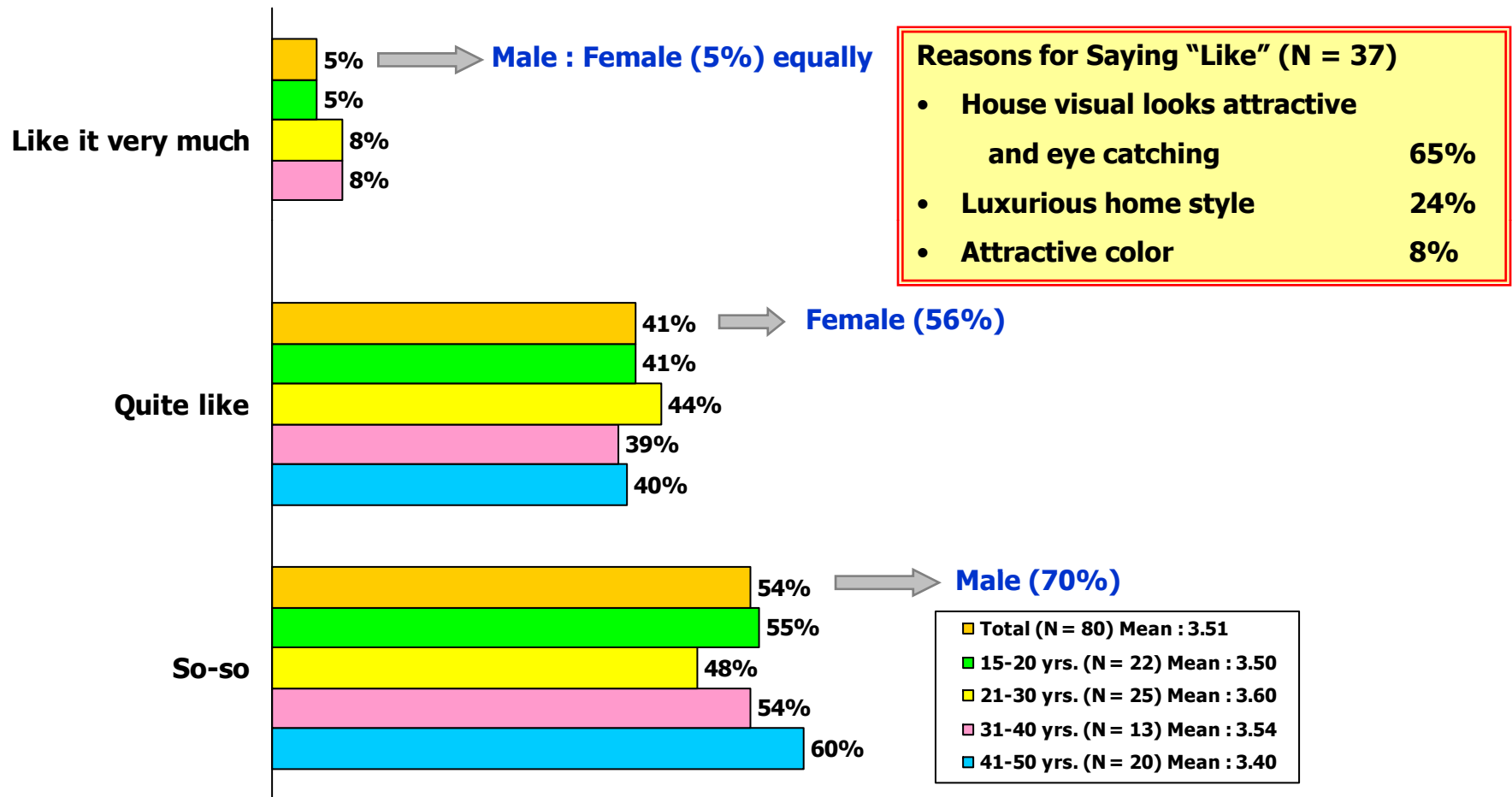
Persuasion on "Land & Houses"

3% ➡ **Male (3%) : Female (2%)**

Very interested
4%
8%

Reasons for Saying "Interest" (N = 28)
- Luxurious and modern
  home style   **64%**
- Relaxing atmosphere   **54%**

33% ➡ **Female (44%)**

Quite interested
36%
40%
23%
25%

64% ➡ **Male (76%)**

So-so
64%
56%
62%
75%

Quite not interested
1%

8%

- ☐ Total (N = 80) Mean : 3.36
- ☐ 15-20 yrs. (N = 22) Mean : 3.36
- ☐ 21-30 yrs. (N = 25) Mean : 3.48
- ☐ 31-40 yrs. (N = 13) Mean : 3.31
- ☐ 41-50 yrs. (N = 20) Mean : 3.25
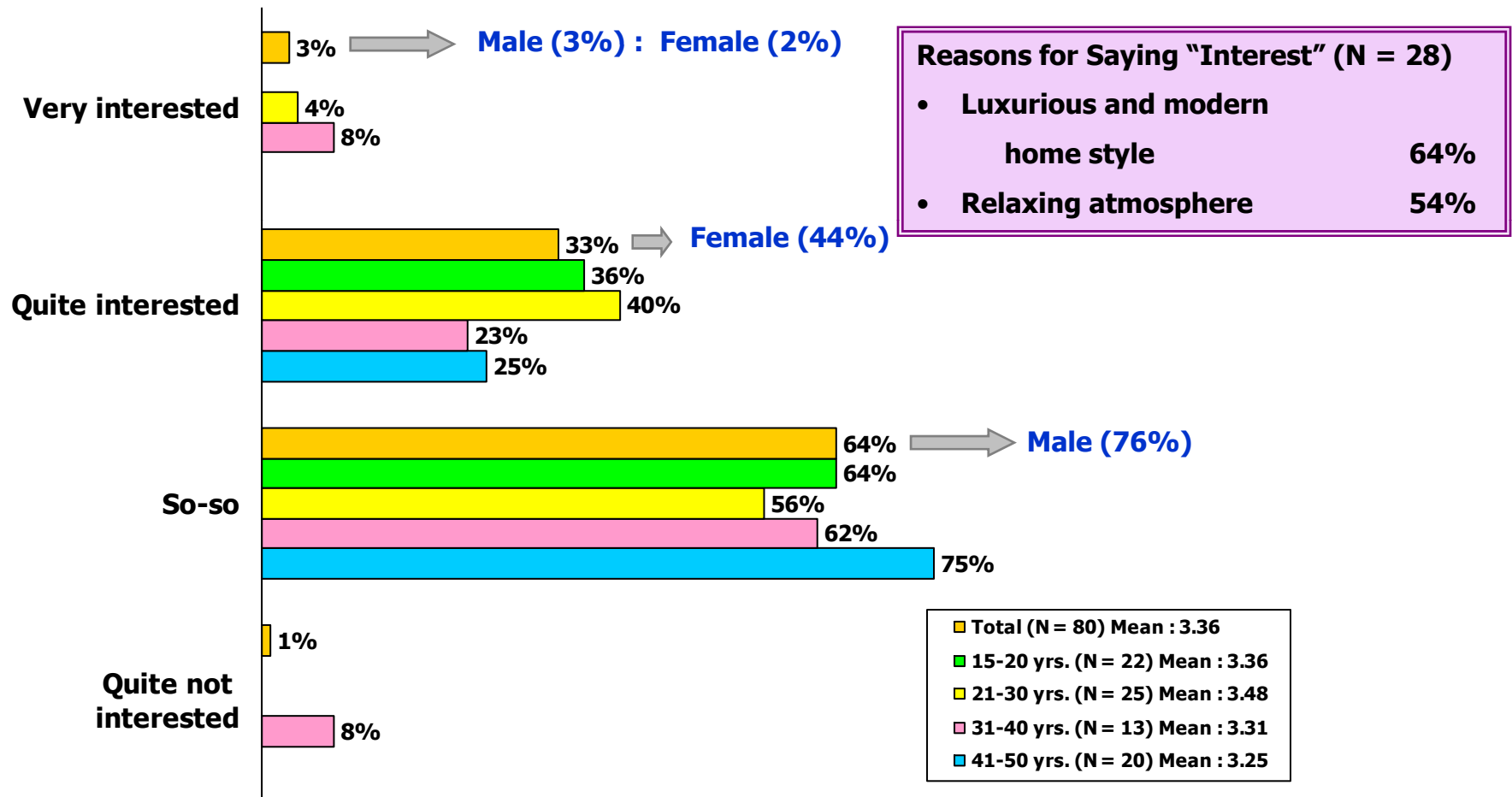
"Caltex Delo"

"Caltex Delo" Billboard

"C 1"

"C 2"

Awareness of "Caltex Delo" Ad

No
36%

Yes
64%

15-20 yrs. (N = 50) — 54%
21-30 yrs. (N = 50) — 64%
31-40 yrs. (N = 50) — 66%
41-50 yrs. (N = 50) — 72%

Male (N = 100) — 72%
Female (N = 100) — 56%

Student (N = 52) — 56%
Non-working housewife (N = 9) — 44%
Govt. (N = 46) — 76%
Company employee (N = 47) — 60%
Business owner (N = 7) — 71%
Freelance (N = 39) — 69%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
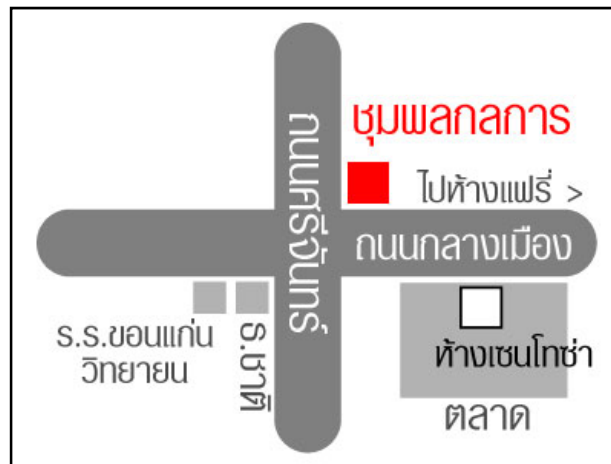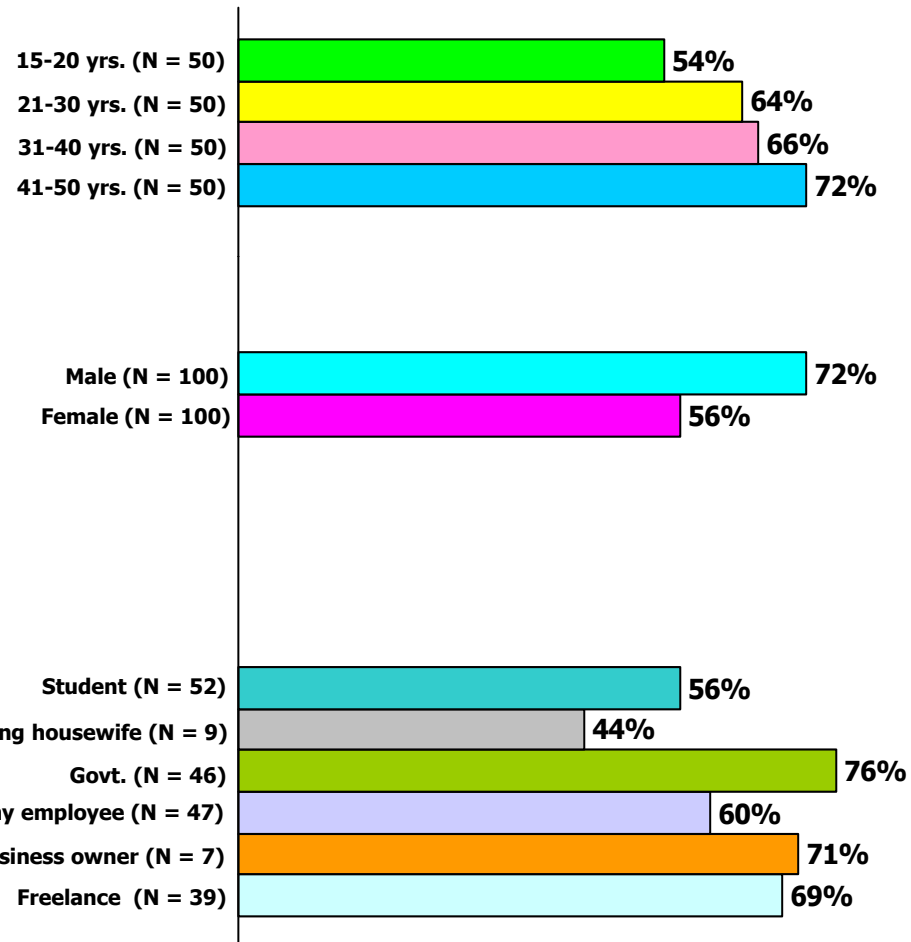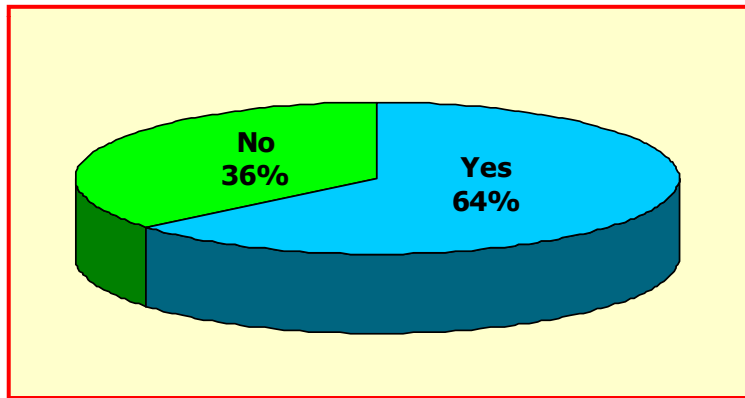
Source of Awareness of "Caltex Delo" Ad

"Awareness"

- No 36%
- Yes 64%
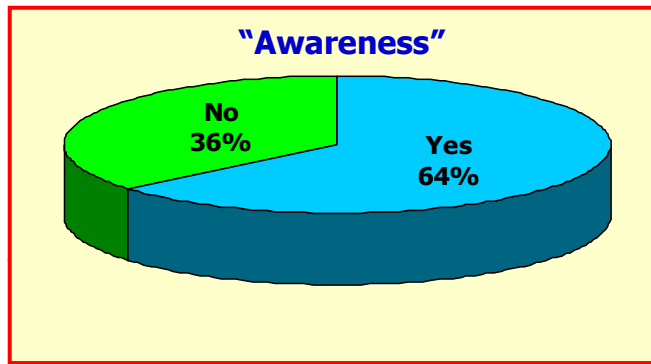
Correct recall (N = 40)	**31%**
Billboard (N = 40)	100%
Wrong recall (N = 110)	**86%**
Television (N = 104)	95%
Newspaper (N = 13)	12%
Magazine (N = 7)	6%
Sticker advertisement at the pole next to fuel dispenser (N = 5)	5%
Radio (N = 4)	4%

Television
- 81%
- 78%
- 88% — Female (88%)
- 88%
- 72%

Billboard
- 31% — Male (36%)
- 33%
- 16%
- 30%
- 44%

Newspaper
- 10% — Female (13%)
- 7%
- 9%
- 21%
- 3%

Magazine
- 6% — Male (6%) : Female (5%)
- 6%
- 9%
- 6%

Legend:
- Total (N = 128)
- 15-20 yrs. (N = 27)
- 21-30 yrs. (N = 32)
- 31-40 yrs. (N = 33)
- 41-50 yrs. (N = 36)

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
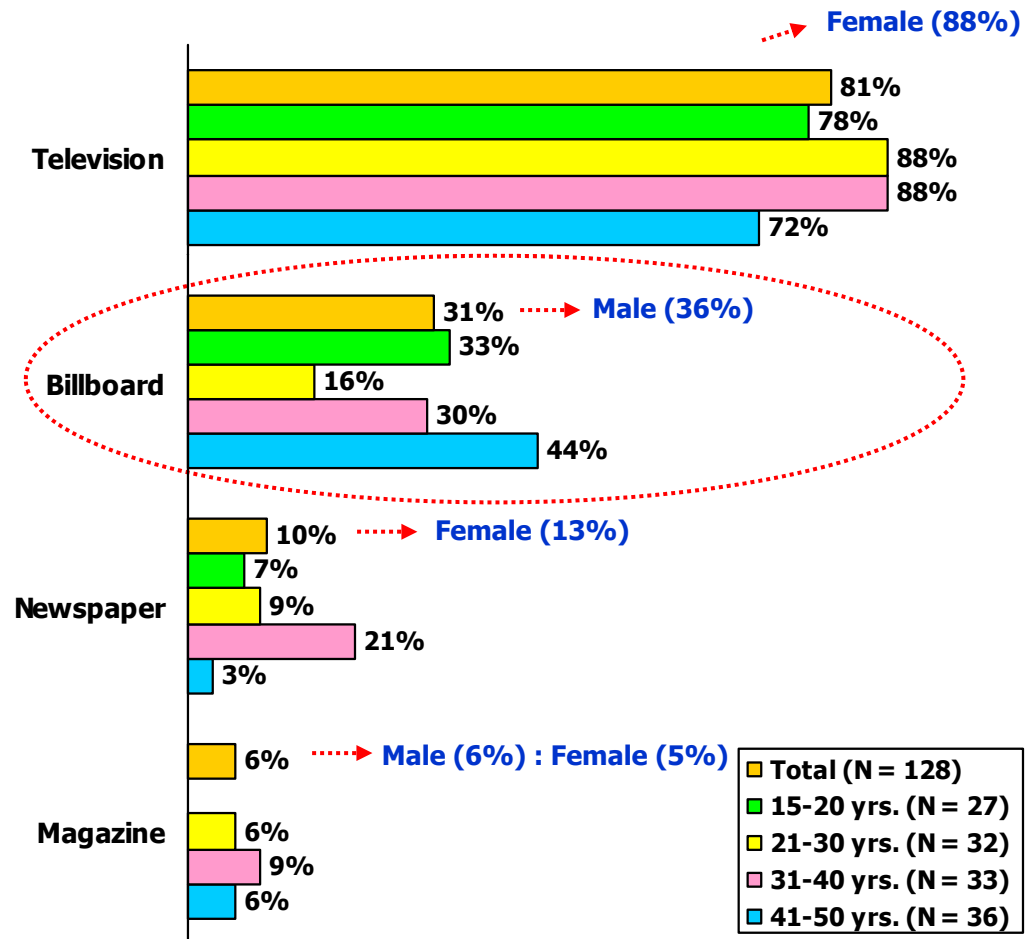
Awareness of "Caltex Delo" Billboard

"Mode of Transportation"

	C 1	C 2
• Motorcycle	48%	43%
• Personal car	25%	37%
• Bus / Mini bus	20%	15%

ร้านชุมพลกลการ สี่แยก ถ. ศรีจันทร์ ตัดกับ ถ. กลางเมือง (แบงค์ชาติ)

"Awareness"

No 36%

Yes 64%
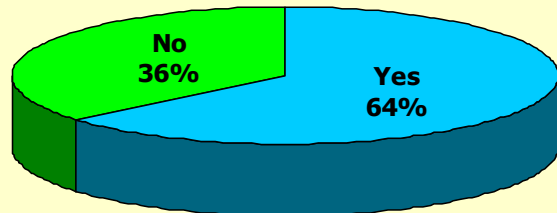
"Road Usage"

	C 1	C 2
• กลางเมือง	48%	45%
• ศรีจันทร์	40%	43%
• มิตรภาพ	38%	49%
• หน้าเมือง	35%	40%

Spontaneous Awareness (N = 200) 15%

Location prompted (N = 200) 22%

Picture prompted (N = 200) C 1 20%

Picture prompted (N = 200) C 2 33%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
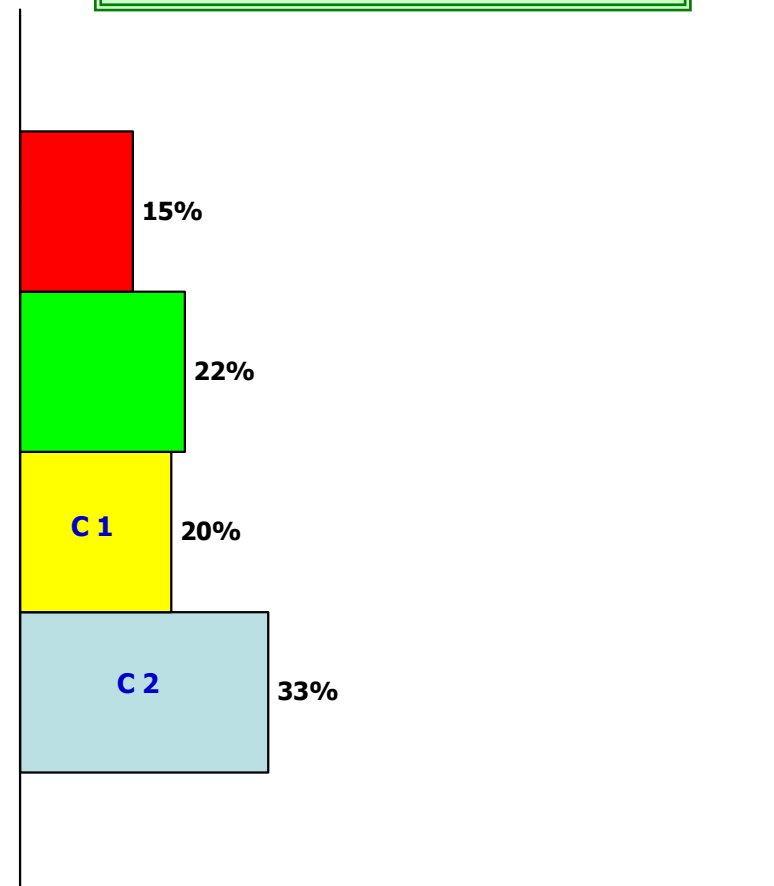
Seeing Frequency of "Caltex Delo" Billboard

Avg. Frequency   **19.18 times/person/mth**

"Awareness"

- No 36%
- Yes 64%

Everyday
- 16%
- 21%
- 10%

Motorcycle (46%),
ศรีจันทร์ (54%), กลางเมือง (46%)

5-6 times a week
- 15%
- 14%
- 15%

Motorcycle (50%),
มิตรภาพ : ศรีจันทร์ (58%) equally

3-4 times a week
- 17%
- 19%
- 15%

Personal car (43%),
กลางเมือง : หน้าเมือง (57%) equally

1-2 times a week
- 20%
- 19%
- 21%

2-3 times a month
- 16%
- 12%
- 21%

Once a month
- 16%
- 14%
- 18%

- ☐ Total (N = 81)
- ☐ Male (N = 42)
- ☐ Female (N = 39)
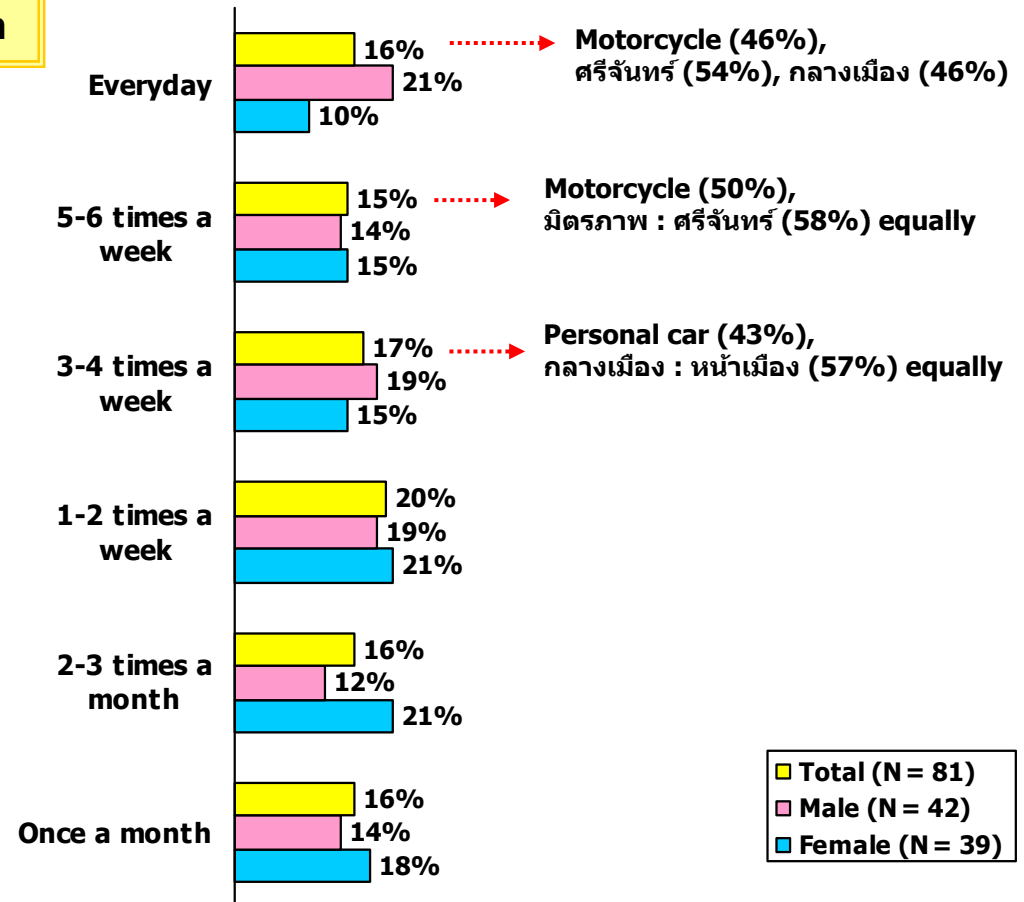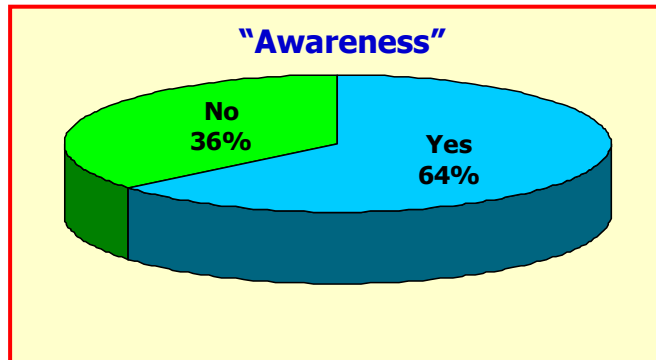
Preference of "Caltex Delo" Billboard

Like it very much
- 3% → Male (5%)
- 9%

Quite like
- 35% → Male (41%)
- 26%
- 32%
- 48%
- 32%

So-so
- 62% → Female (72%)
- 74%
- 68%
- 48%
- 59%

Quite dislike
- 1%
- 5%

Reasons for Saying "Like" (N = 30)
- Big pack shot looks attractive   73%
- Outstanding slogan   30%

Legend:
- ☐ Total (N = 81) Mean : 3.38
- ☐ 15-20 yrs. (N = 19) Mean : 3.26
- ☐ 21-30 yrs. (N = 19) Mean : 3.32
- ☐ 31-40 yrs. (N = 21) Mean : 3.43
- ☐ 41-50 yrs. (N = 22) Mean : 3.50

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Persuasion on "Caltex Delo"

Very interested
- 4% → **Male (7%)**
- 5%
- 9%

Quite interested
- 19% → **Male (24%)**
- 16%
- 5%
- 38%
- 14%

So-so
- 75% → **Female (82%)**
- 84%
- 84%
- 62%
- 73%

Quite not interested
- 3% ·····► **Have no product details (100%)**
- 5%
- 5%

Reasons for Saying "Interest" (N = 18)
- Picture projected high product quality 72%
- Have product details 11%
- Outstanding pack shot / induce trial 11%

- Total (N = 81) Mean : 3.23
- 15-20 yrs. (N = 19) Mean : 3.16
- 21-30 yrs. (N = 19) Mean : 3.11
- 31-40 yrs. (N = 21) Mean : 3.38
- 41-50 yrs. (N = 22) Mean : 3.27

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

"ACER Computer"

"ACER Computer" Billboard

Awareness of "ACER Computer" Ad

Pie chart:
- No 53%
- Yes 48%

Bar chart:
- 15-20 yrs. (N = 50): 54%
- 21-30 yrs. (N = 50): 64%
- 31-40 yrs. (N = 50): 32%
- 41-50 yrs. (N = 50): 40%
- Male (N = 100): 44%
- Female (N = 100): 51%
- Student (N = 52): 60%
- Non-working housewife (N = 9): 22%
- Govt. (N = 46): 52%
- Company employee (N = 47): 43%
- Business owner (N = 7): 29%
- Freelance (N = 39): 41%
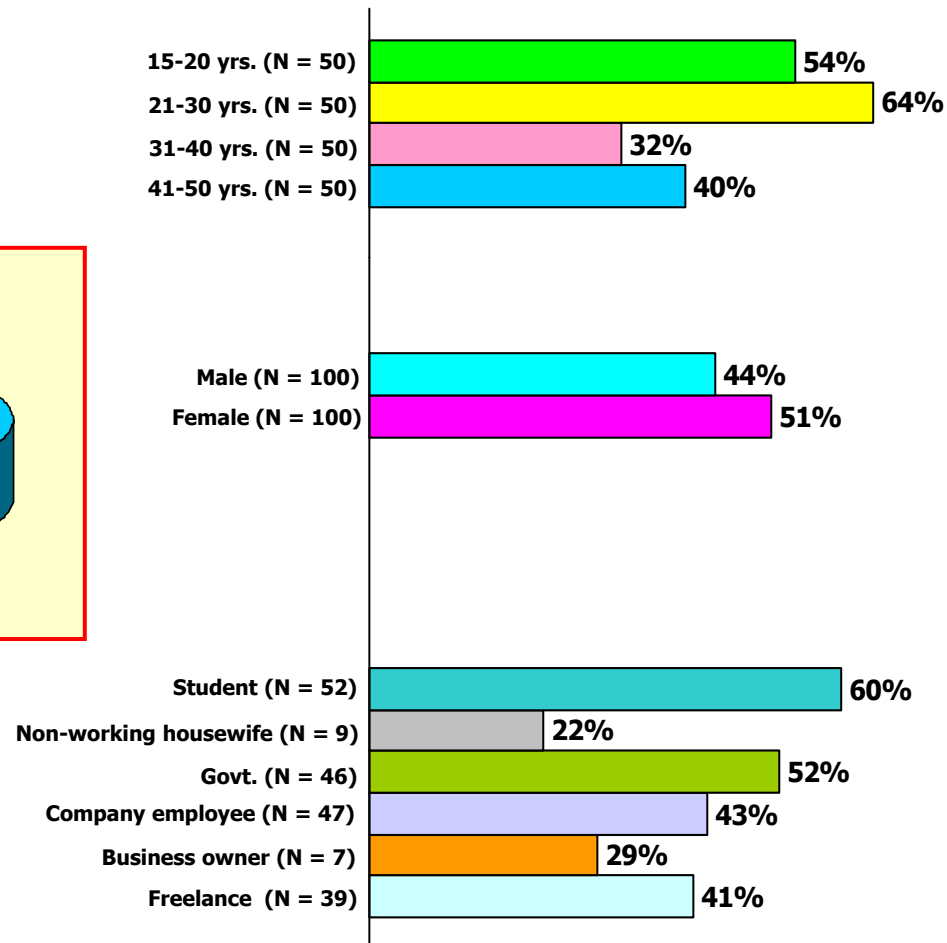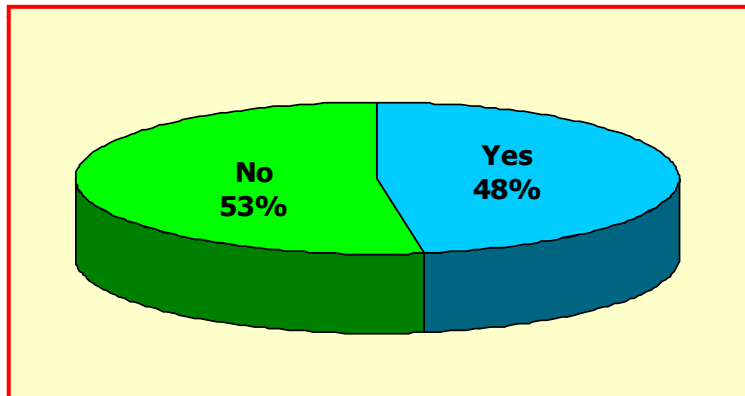
Source of Awareness of "ACER Computer" Ad

"Awareness"

- No 53%
- Yes 48%
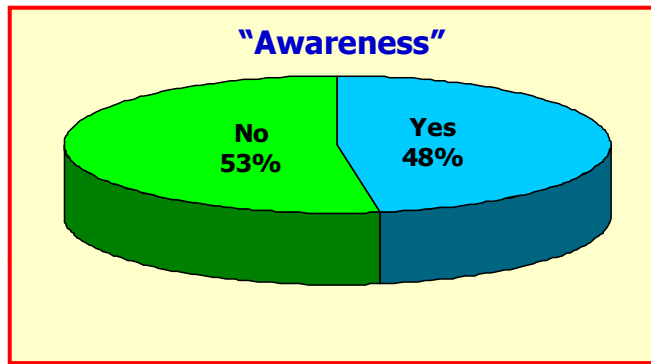
Correct recall (N = 30)	**32%**
Billboard (N = 30)	100%
Wrong recall (N = 81)	**85%**
Television (N = 69)	85%
Newspaper (N = 12)	15%
Leaflet / brochure (N = 6)	7%
Magazine (N = 6)	7%
Radio (N = 6)	7%

Television
- 73% → Female (77%)
- 63%
- 72%
- 75%
- 85%

Billboard
- 32% → Male (32%) : Female (31%)
- 41%
- 28%
- 25%
- 30%

Newspaper
- 13% → Male (18%)
- 7%
- 16%
- 19%
- 10%

Leaflet / brochure
- 6% → Male (9%)
- 13%
- 13%

Legend:
- Total (N = 95)
- 15-20 yrs. (N = 27)
- 21-30 yrs. (N = 32)
- 31-40 yrs. (N = 16)
- 41-50 yrs. (N = 20)
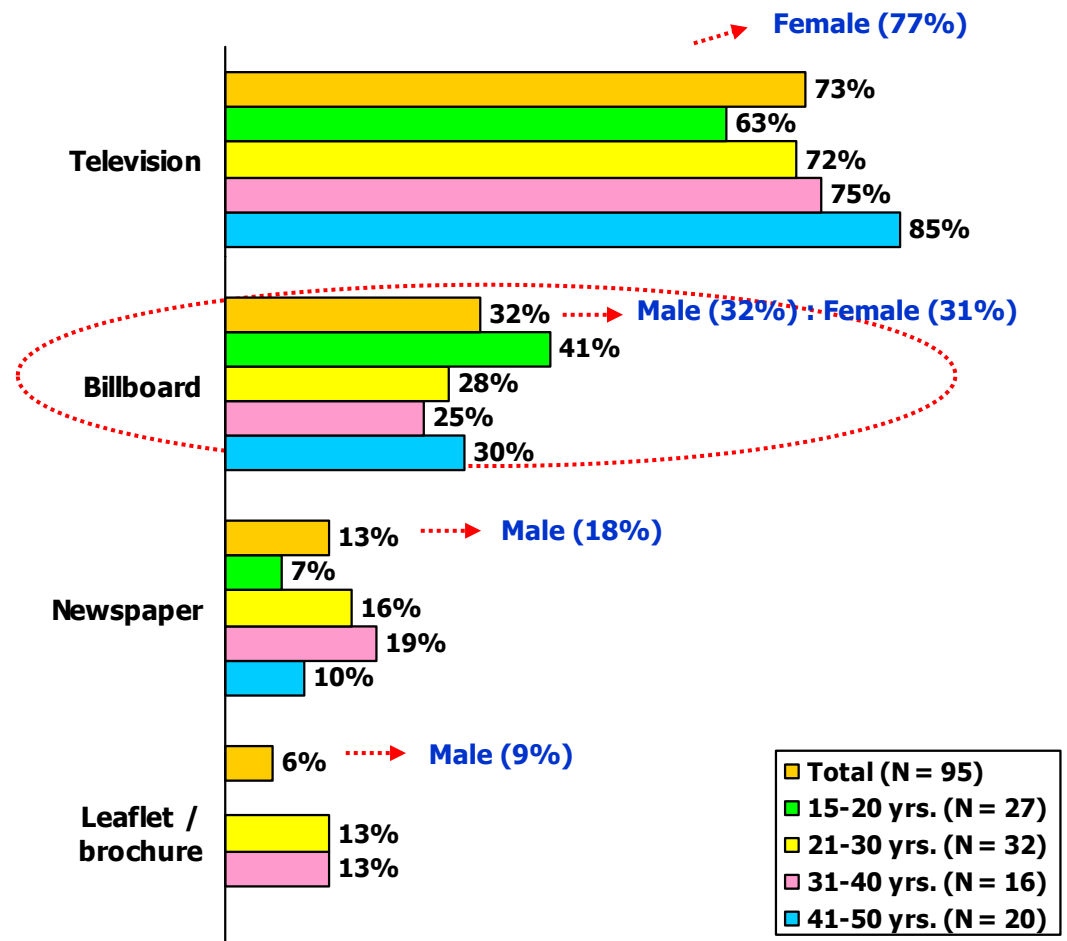
Awareness of "ACER Computer" Billboard

Mode of Transportation

- **Motorcycle**   50%
- **Personal car**   38%
- **Bus / Mini bus**   10%

ร้าน **7-11** รื่นรมย์ ถ.หน้าเมือง ตัดกับ ถ. รื่นรมย์ ตรงข้ามตลาดโต้รุ่ง ทางไปห้างแฟรี่

"Awareness"

No
53%

Yes
48%

Spontaneous Awareness
(N = 200)   11%

Location prompted
(N = 200)   21%

Picture prompted
(N = 200)   25%
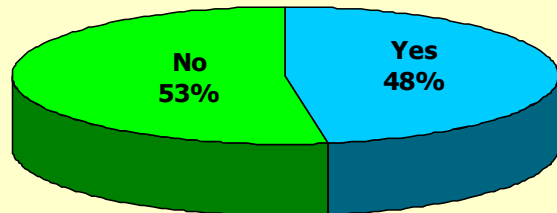
Road Usage

- มิตรภาพ   52%
- กลางเมือง   46%
- ศรีจันทร์   34%
- หน้าเมือง   34%
- ประชาสโมสร   26%
- หลังเมือง   18%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Seeing Frequency of "ACER Computer" Billboard

Avg. Frequency   12.91 times/person/mth

"Awareness"

No 53%
Yes 48%

Everyday
- 10%
- 7%
- 13%

→ Personal car (100%), มิตรภาพ(60%)

5-6 times a week
- 14%
- 15%
- 13%

→ Motorcycle (57%), กลางเมือง (71%), ศรีจันทร์ (57%)

3-4 times a week
- 24%
- 26%
- 22%

→ Motorcycle (58%), กลางเมือง (75%)

1-2 times a week
- 20%
- 22%
- 17%

2-3 times a month
- 16%
- 11%
- 22%

Once a month
- 14%
- 15%
- 13%

Less than once a month
- 2%
- 4%

■ Total (N = 50)
■ Male (N = 27)
■ Female (N = 23)
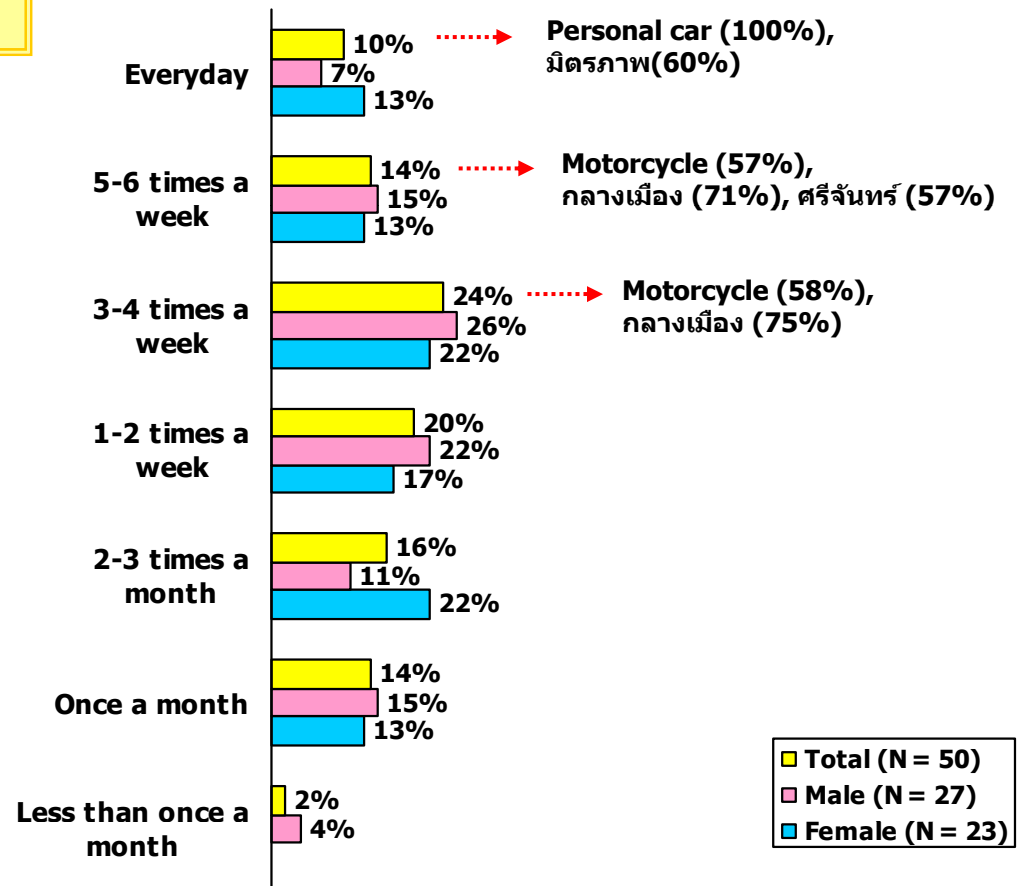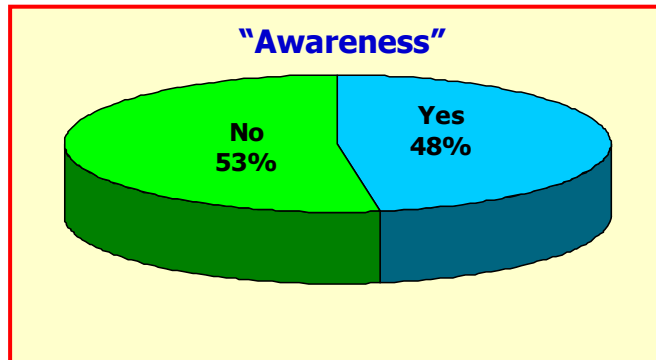
Preference of "ACER Computer" Billboard

Quite like
- 24% → Male (26%) : Female (22%)
- 36%
- 6%
- 25%
- 33%

Reasons for Saying "Like" (N = 12)
- Fonts are easy to read — 58%
- Acer computer looks modern / clear — 33%
- Billboard in green color looks eye catching — 25%

→ Female (78%)

So-so
- 74%
- 64%
- 88%
- 75%
- 67%

- 2% ·····► Too much details / informative (100%)

Quite dislike
- 6%

Legend:
- Total (N = 50) Mean : 3.22
- 15-20 yrs. (N = 14) Mean : 3.36
- 21-30 yrs. (N = 16) Mean : 3.00
- 31-40 yrs. (N = 8) Mean : 3.25
- 41-50 yrs. (N = 12) Mean : 3.33

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Persuasion on "ACER Computer"

Reasons for Saying "Interest" (N = 10)
- Copy of price discount looks clear — 70%
- Computer looks modern — 30%

Very interested
- 2% → Female (4%)
- 13%

Quite interested
- 18% → Male (22%)
- 21%
- 6%
- 13%
- 33%

So-so
- 78% → Female (83%)
- 79%
- 88%
- 75%
- 67%

Quite not interested
- 2% ┄┄► Computer and brand name look unclear because of having too much wordings (100%)
- 6%

Legend:
- Total (N =50) Mean : 3.20
- 15-20 yrs. (N = 14) Mean : 3.21
- 21-30 yrs. (N = 16) Mean : 3.00
- 31-40 yrs. (N = 8) Mean : 3.38
- 41-50 yrs. (N = 12) Mean : 3.33

"Golden Cup Balm"

"Golden Cup Balm" Billboard

Awareness of "Golden Cup Balm" Ad

15-20 yrs. (N = 50) — 74%
21-30 yrs. (N = 50) — 72%
31-40 yrs. (N = 50) — 78%
41-50 yrs. (N = 50) — 72%

Male (N = 100) — 71%
Female (N = 100) — 77%

Student (N = 52) — 73%
Non-working housewife (N = 9) — 89%
Govt. (N = 46) — 67%
Company employee (N = 47) — 75%
Business owner (N = 7) — 86%
Freelance (N = 39) — 77%

No 26%
Yes 74%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
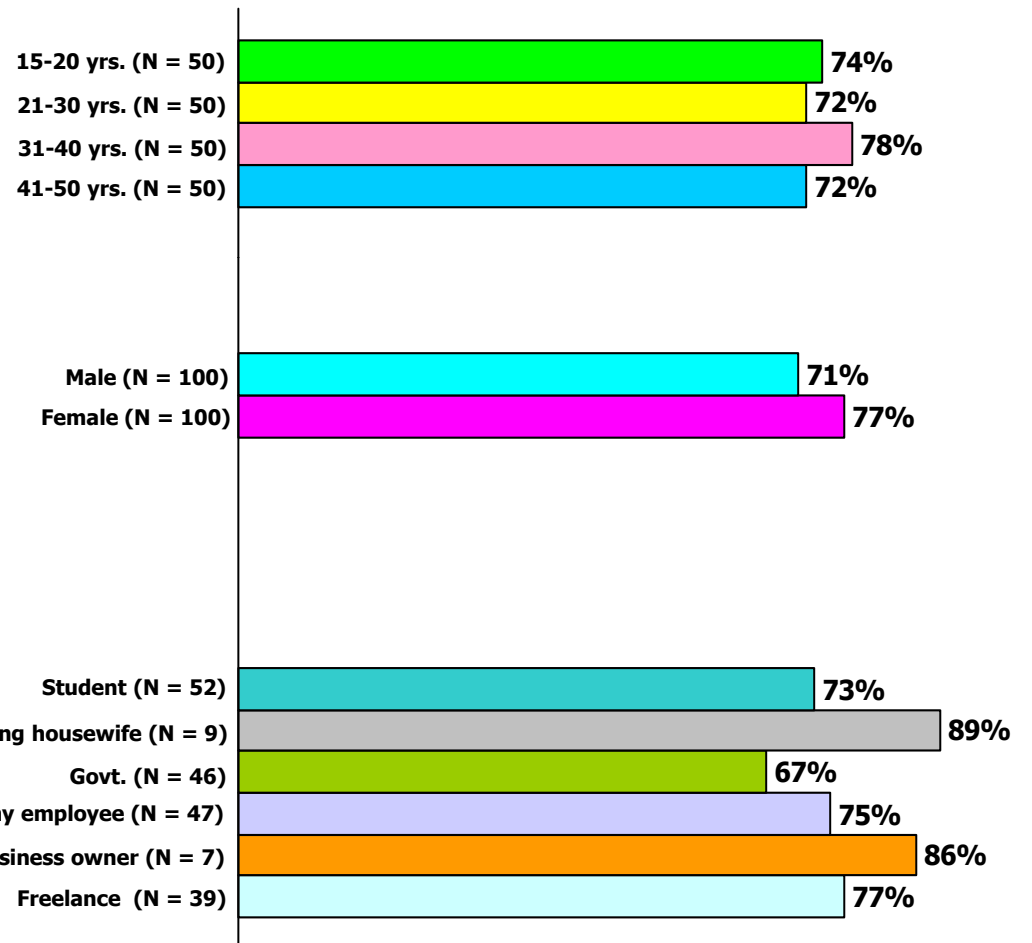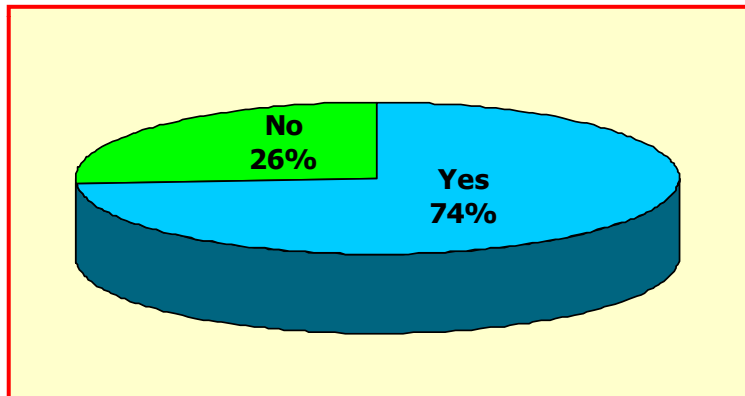
Source of Awareness of "Golden Cup Balm" Ad

"Awareness"

No 26%

Yes 74%
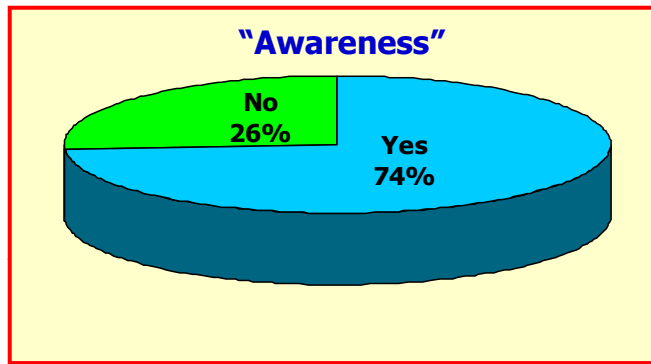
Correct recall (N = 143)	**97%**
Television (N = 138)	97%
Billboard (N = 28)	20%
Wrong recall (N = 46)	**31%**
Newspaper (N = 25)	54%
Radio (N = 21)	46%
Magazine (N = 13)	28%
Bus side / mini bus (N = 2)	4%

Female (94%) : Male (93%)

Television
- 93%
- 97%
- 94%
- 97%
- 83%

Male (21%)

Billboard
- 19%
- 24%
- 14%
- 10%
- 28%

Female (20%)

Newspaper
- 17%
- 22%
- 17%
- 15%
- 14%

Female (17%)

Radio
- 14%
- 16%
- 11%
- 15%
- 14%

Female (12%)

Magazine
- 9%
- 8%
- 8%
- 13%
- 6%

Legend:
- □ Total (N = 148)
- ■ 15-20 yrs. (N = 37)
- ■ 21-30 yrs. (N = 36)
- ■ 31-40 yrs. (N = 39)
- ■ 41-50 yrs. (N = 36)
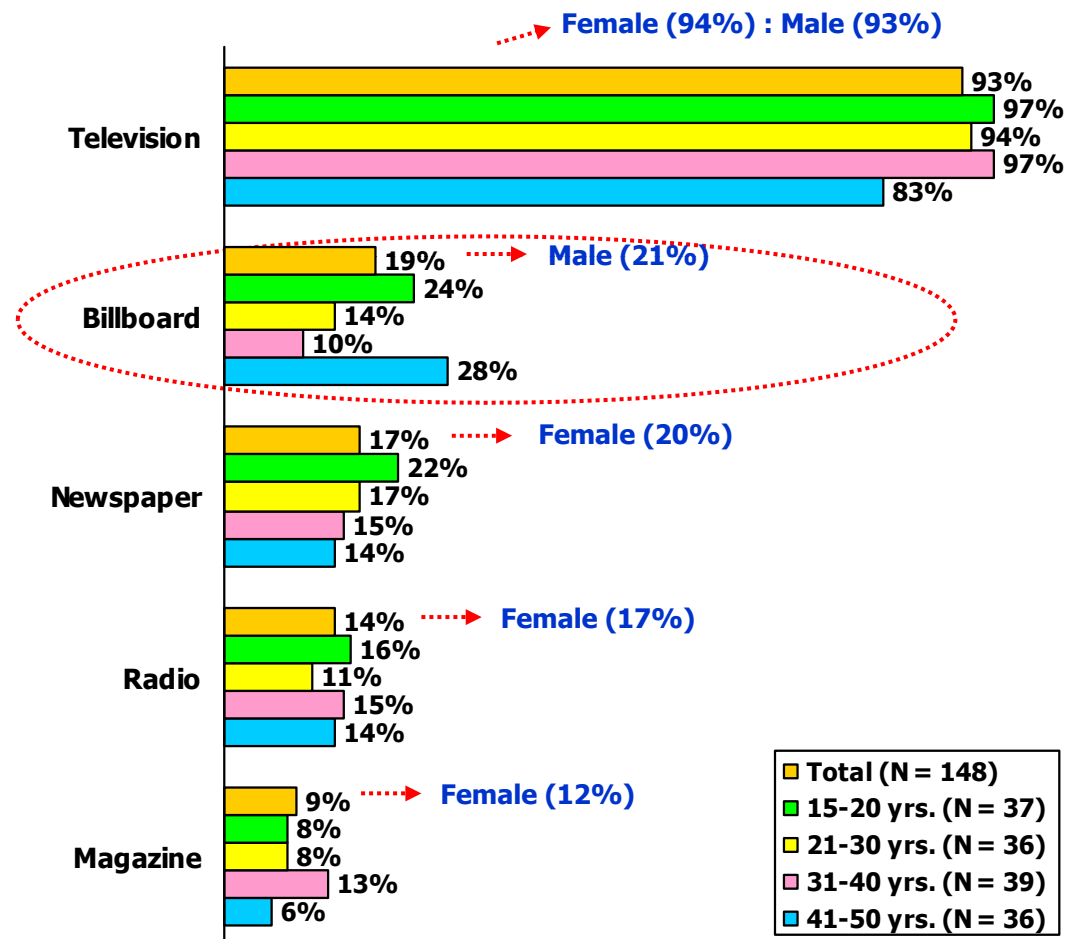
Awareness of "Golden Cup Balm" Billboard

Mode of Transportation

- **Motorcycle**   **49%**
- **Personal car**   **29%**
- **Bus / Mini bus**   **20%**

ร้านสิทธิชัย / เมเจอร์ ทู ถ. ประชาสโมสร ตรง ข้ามตลาดสด อ.จิระ ใกล้ บขส.

"Awareness"

No 26%

Yes 74%
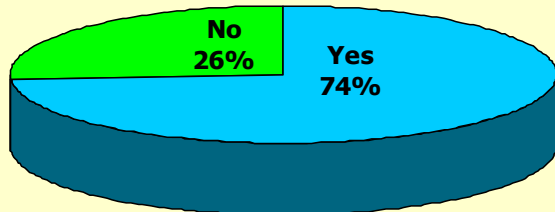
Road Usage

- มิตรภาพ   **61%**
- กลางเมือง   **45%**
- หน้าเมือง   **37%**
- ศรีจันทร์   **31%**
- หลังเมือง   **22%**
- มะลิวัลย์   **18%**

Spontaneous Awareness (N = 200)   10%

Location prompted (N = 200)   17%

Picture prompted (N = 200)   25%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Seeing Frequency of "Golden Cup Balm" Billboard

Avg. Frequency   13.66 times/person/mth

"Awareness"

No 26%

Yes 74%

Everyday
- 16% ····▶ **Personal car (50%),** มิตรภาพ (75%)
- 13%
- 19%

5-6 times a week
- 2% ····▶ **Personal car (100%),** มะลิวัลย์ (100%)
- 4%

3-4 times a week
- 22% ····▶ **Motorcycle (46%),** มิตรภาพ (64%)
- 35%
- 12%

1-2 times a week
- 27%
- 26%
- 27%

2-3 times a month
- 20%
- 13%
- 27%

Once a month
- 10%
- 9%
- 12%

Less than once a month
- 2%
- 4%

☐ Total (N = 49)
☐ Male (N = 23)
☐ Female (N = 26)
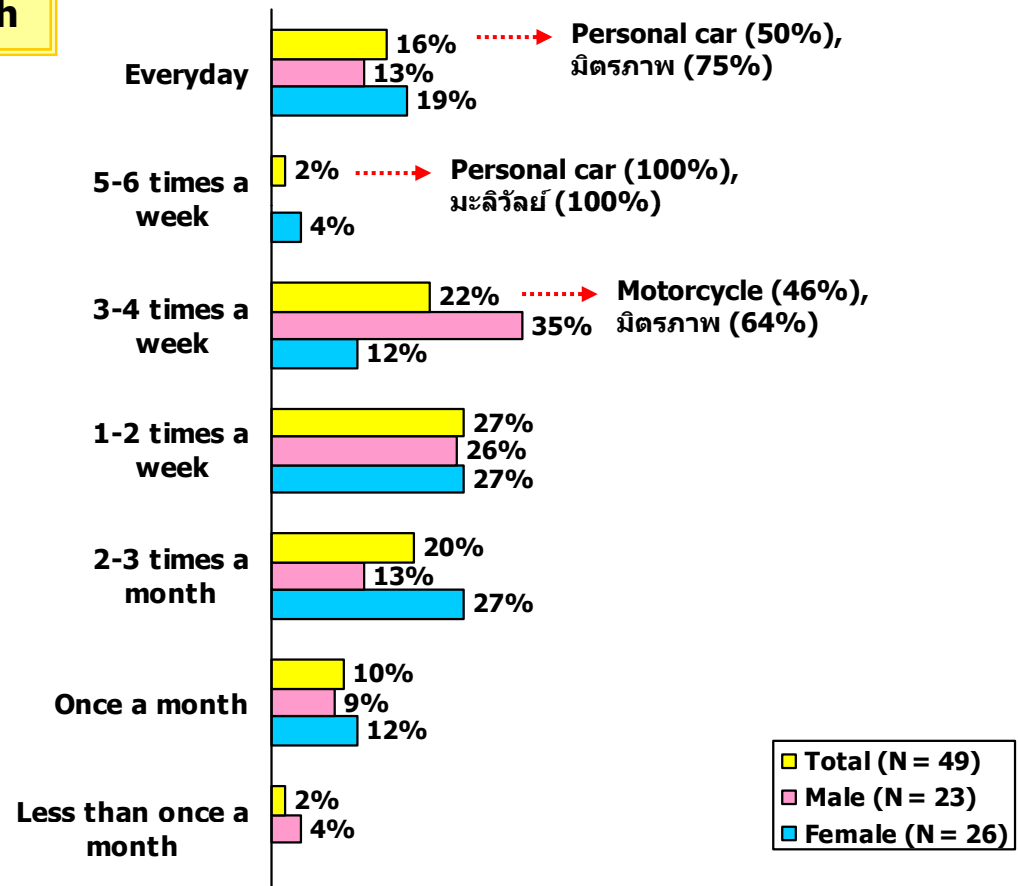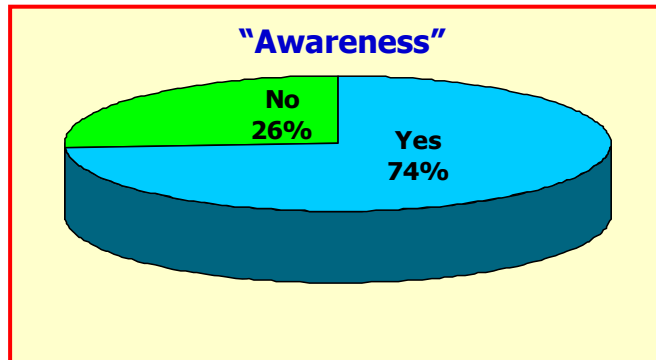
Preference of "Golden Cup Balm" Billboard

Quite like

33% ⇨ **Male (35%)**
23%
13%
67%
47%

So-so

67% ⇨ **Female (69%)**
77%
87%
33%
53%

Reasons for Saying "Like" (N = 16)

- **Outstanding pack shot**   **88%**
- **Color of the pack shot looks eye catching**   **31%**
- **Clear product details / easy to understand**   **6%**

- □ **Total (N = 49) Mean : 3.33**
- □ **15-20 yrs. (N = 13) Mean : 3.23**
- □ **21-30 yrs. (N = 15) Mean : 3.13**
- □ **31-40 yrs. (N = 6) Mean : 3.67**
- □ **41-50 yrs. (N = 15) Mean : 3.47**

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Persuasion on "Golden Cup Balm"

Very interested
- 2% → Male (4%)
- 8%

Quite interested
- 22% → Female (31%)
- 23%
- 7%
- 67%
- 20%

So-so
- 71% → Male (78%)
- 69%
- 80%
- 33%
- 80%

Quite not interested
- 4% ·····> Have no product details (100%)
- 13%

Reasons for Saying "Interest" (N = 12)
- Outstanding pack shot / looks inducing   75%
- Easy to carry because of inconvenient pack shape   25%

Legend:
- ☐ Total (N = 49) Mean : 3.22
- ☐ 15-20 yrs. (N = 13) Mean : 3.38
- ☐ 21-30 yrs. (N = 15) Mean : 2.93
- ☐ 31-40 yrs. (N = 6) Mean : 3.67
- ☐ 41-50 yrs. (N = 15) Mean : 3.20

"Vitamilk"

"Vitamilk" Billboard

Awareness of "Vitamilk" Ad

15-20 yrs. (N = 50) — 80%
21-30 yrs. (N = 50) — 92%
31-40 yrs. (N = 50) — 84%
41-50 yrs. (N = 50) — 84%

Male (N = 100) — 85%
Female (N = 100) — 85%

No 15%
Yes 85%

Student (N = 52) — 81%
Non-working housewife (N = 9) — 89%
Govt. (N = 46) — 80%
Company employee (N = 47) — 89%
Business owner (N = 7) — 86%
Freelance (N = 39) — 90%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
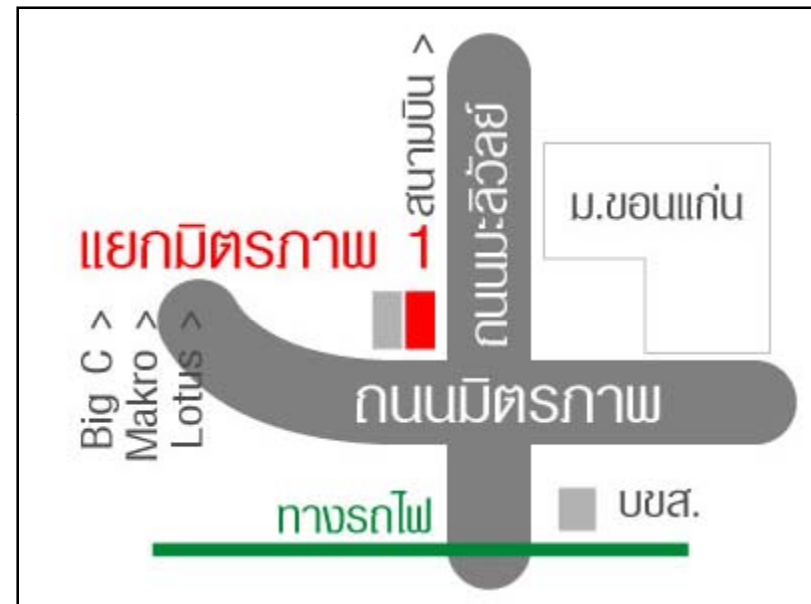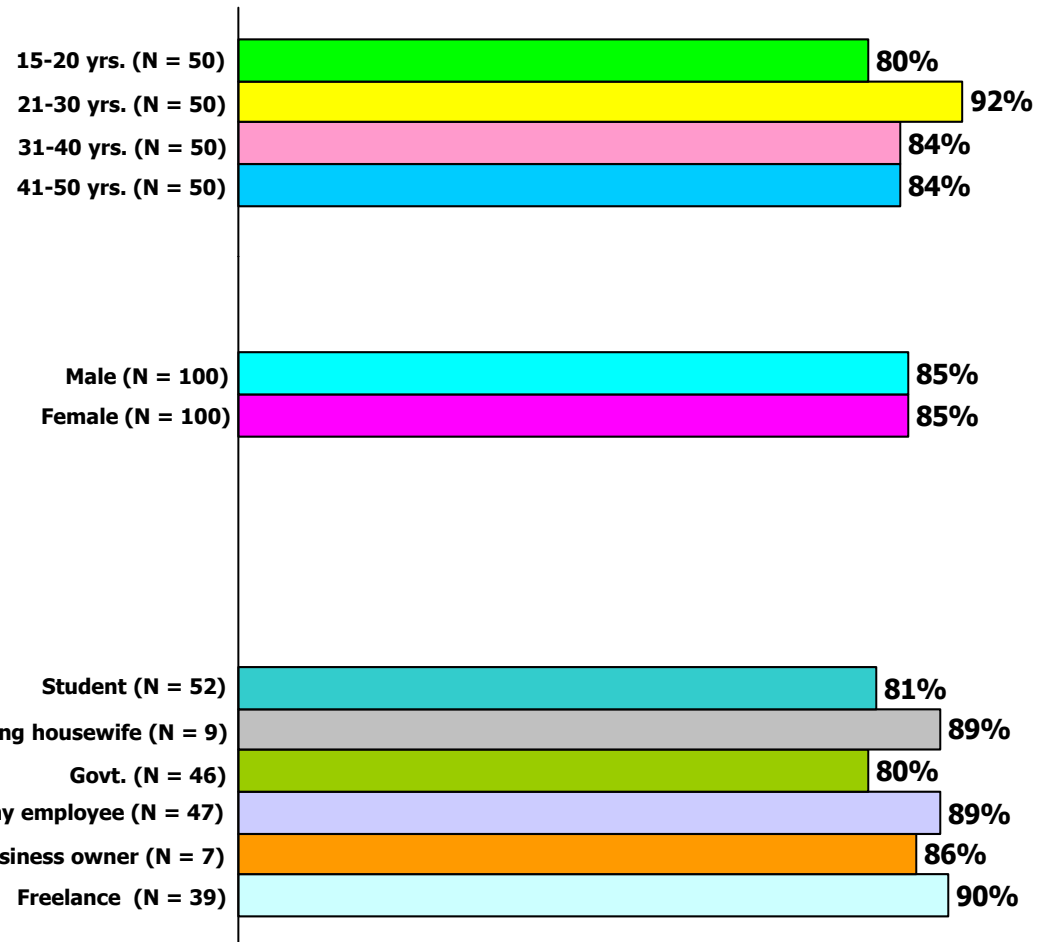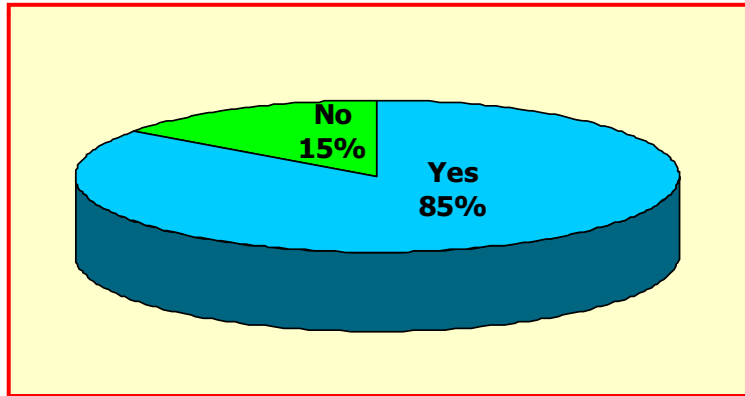
Source of Awareness of "Vitamilk" Ad

"Awareness"

- No 15%
- Yes 85%
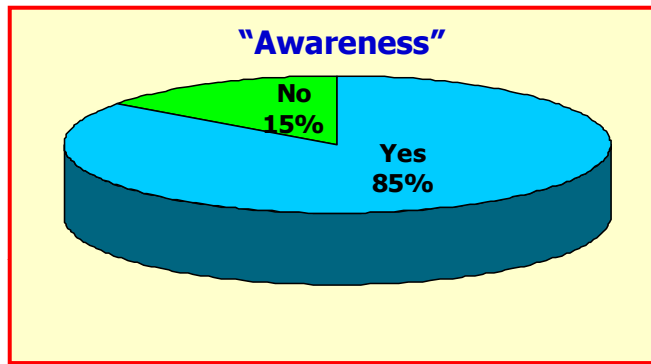
Correct recall (N = 162)	**95%**
Television (N = 155)	96%
Billboard (N = 28)	17%
Wrong recall (N= 38)	**22%**
Newspaper (N = 17)	45%
Poster / banner in front of the grocery store (N = 9)	24%
Magazine (N = 9)	24%
Radio (N = 8)	21%
Delivery truck (N = 2)	5%

Television
- Female (94%)
- 91%
- 93%
- 91%
- 91%
- 91%

Billboard
- 17% → Female (19%)
- 18%
- 20%
- 10%
- 19%

Newspaper
- 10% → Female (12%) : Male (8%)
- 13%
- 13%
- 2%
- 12%

Poster / banner in front of the grocery store
- 5% → Female (7%) : Male (4%)
- 10%
- 4%
- 5%
- 2%

Magazine
- 5% → Male (6%) : Female (5%)
- 3%
- 7%
- 5%
- 7%

- Total (N = 170)
- 15-20 yrs. (N = 40)
- 21-30 yrs. (N = 46)
- 31-40 yrs. (N = 42)
- 41-50 yrs. (N = 42)

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
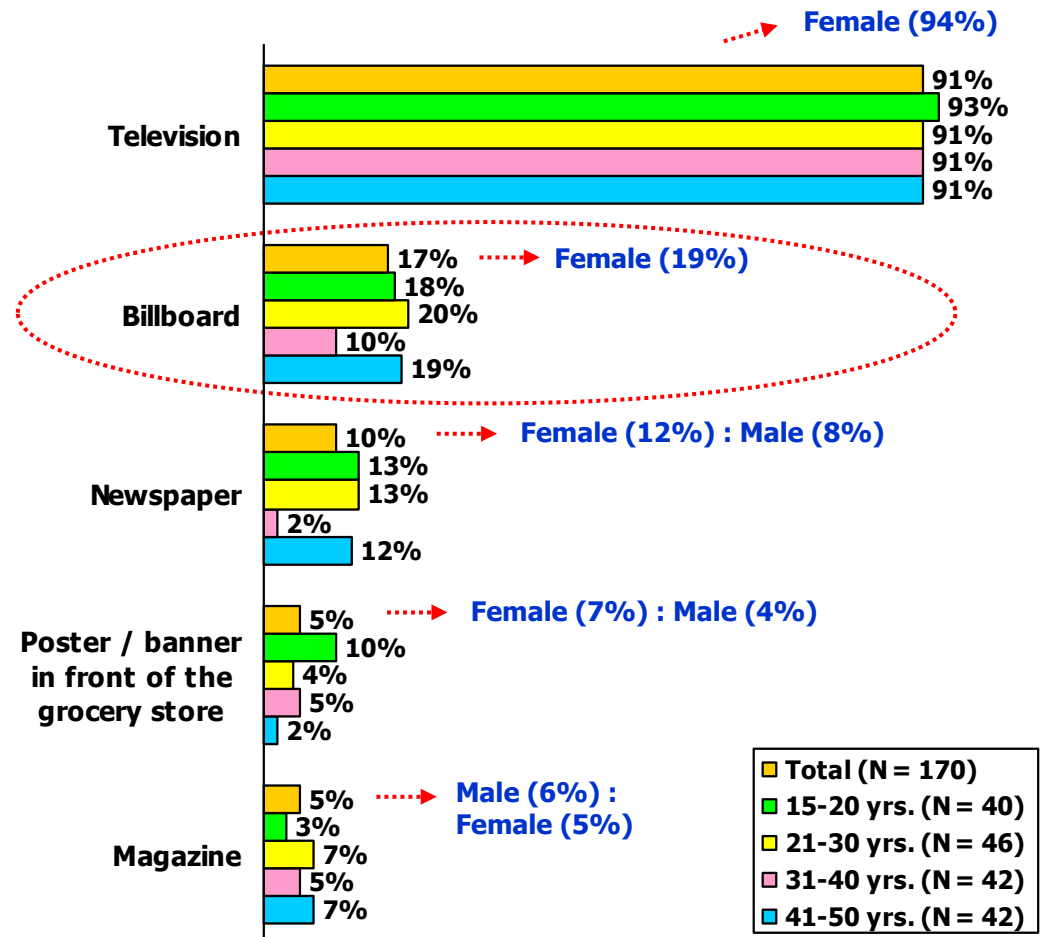
Awareness of "Vitamilk" Billboard

Mode of Transportation

- **Motorcycle**   44%
- **Personal car**   35%
- **Bus / Mini bus**   17%

"Awareness"

No
15%

Yes
85%
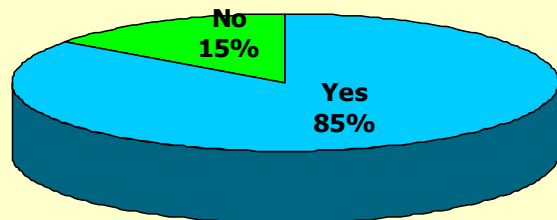
Road Usage

- มิตรภาพ   57%
- กลางเมือง   44%
- ศรีจันทร์   41%
- หน้าเมือง   35%
- ประชาสโมสร   20%
- หลังเมือง   17%

ร้านมิตรโอชา (แยกมิตรภาพ) สี่แยก
สามเหลี่ยม ทางไปสนามบิน

Spontaneous Awareness
(N = 200)   13%

Location prompted
(N = 200)   17%

Picture prompted
(N = 200)   23%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

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Seeing Frequency of "Vitamilk" Billboard

Avg. Frequency   17.21 times/person/mth

"Awareness"
No 15%
Yes 85%

Everyday
15% ·······▶ Motorcycle (57%), มิตรภาพ (86%)
9%
21%

5-6 times a week
9% ·······▶ Motorcycle (75%), มิตรภาพ (100%)
5%
13%

3-4 times a week
9% ·······▶ Personal car (50%), กลางเมือง(75%)
14%
4%

1-2 times a week
28%
32%
25%

2-3 times a month
26%
32%
21%

Once a month
11%
5%
17%

Less than once a month
2%
5%

☐ Total (N = 46)
☐ Male (N = 22)
☐ Female (N = 24)
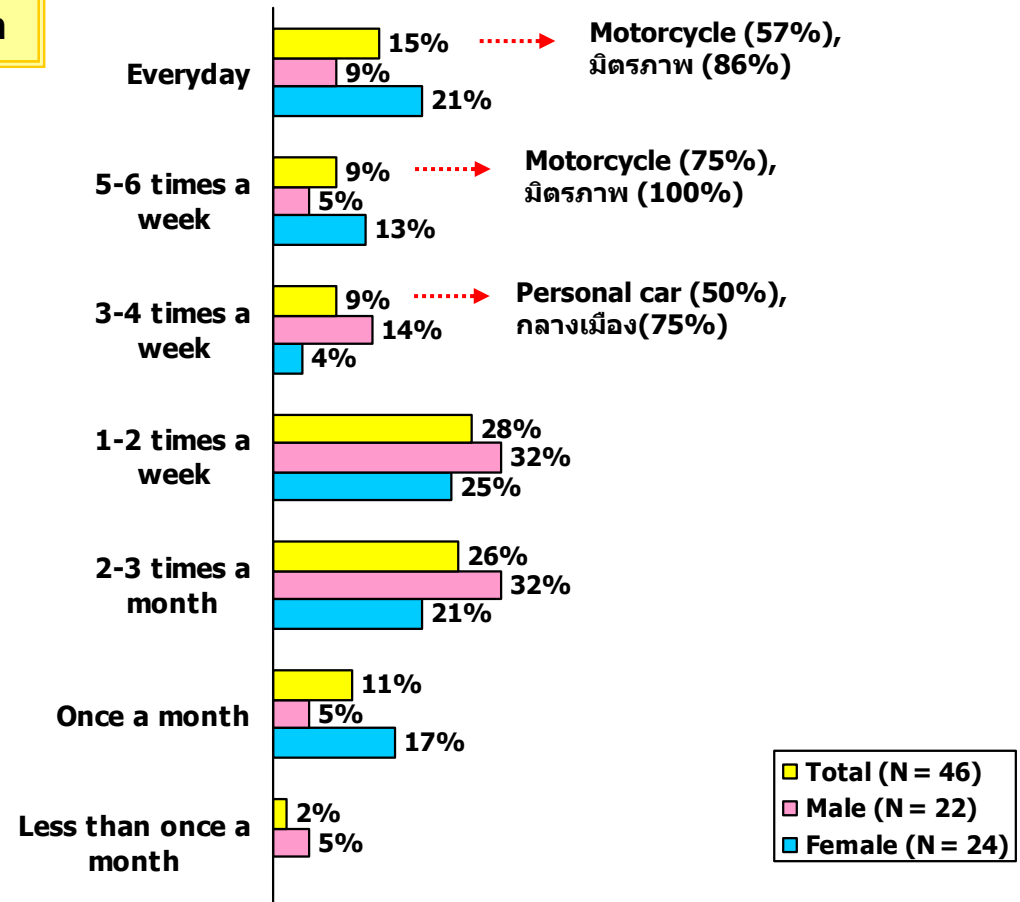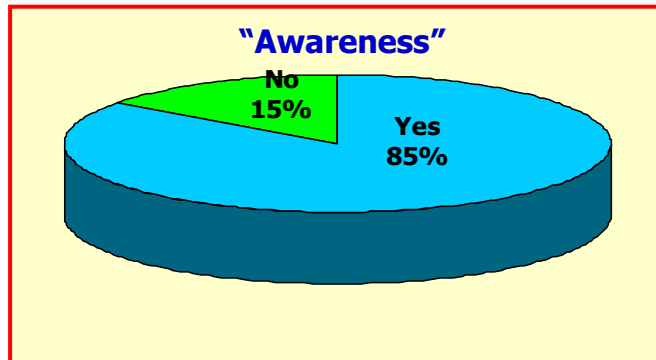
Preference of "Vitamilk" Billboard

Like it very much
- 2% ⟹ **Male (5%)**
- 7%

Reasons for Saying "Like" (N = 15)
- Outstanding pack shot   **47%**
- Easy to read because of
  big size billboard   **33%**
- Inform of various flavors   **33%**

Quite like
- 30% ⟹ **Female (54%)**
- 27%
- 33%
- 21%
- 44%

So-so
- 67% ⟹ **Male (91%)**
- 73%
- 67%
- 71%
- 56%

- ☐ Total (N = 46) Mean : 3.35
- ☐ 15-20 yrs. (N = 11) Mean : 3.27
- ☐ 21-30 yrs. (N = 12) Mean : 3.33
- ☐ 31-40 yrs. (N = 14) Mean : 3.36
- ☐ 41-50 yrs. (N = 9) Mean : 3.44

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

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Persuasion on "Vitamilk"

Very interested
- 2% → Male (5%)
- 9%

Reasons for Saying "Interest" (N = 16)
- Have 3 flavors to choose from up to customer's needs   56%
- Have clear product detail   31%
- Outstanding pack shot   25%

Quite interested
- 33% → Female (42%)
- 36%
- 25%
- 36%
- 33%

So-so
- 65% → Male (73%)
- 55%
- 75%
- 64%
- 67%

- ☐ Total (N = 46) Mean : 3.37
- ☐ 15-20 yrs. (N = 11) Mean : 3.55
- ☐ 21-30 yrs. (N = 12) Mean : 3.25
- ☐ 31-40 yrs. (N = 14) Mean : 3.36
- ☐ 41-50 yrs. (N = 9) Mean : 3.33

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

"HP Printer"

"HP Printer" Billboard

Awareness of "HP Printer" Ad

Category	Value
15-20 yrs. (N = 50)	34%
21-30 yrs. (N = 50)	32%
31-40 yrs. (N = 50)	28%
41-50 yrs. (N = 50)	24%
Male (N = 100)	27%
Female (N = 100)	32%
Student (N = 52)	39%
Non-working housewife (N = 9)	
Govt. (N = 46)	30%
Company employee (N = 47)	30%
Business owner (N = 7)	14%
Freelance (N = 39)	26%

Pie chart:
- No 71%
- Yes 30%
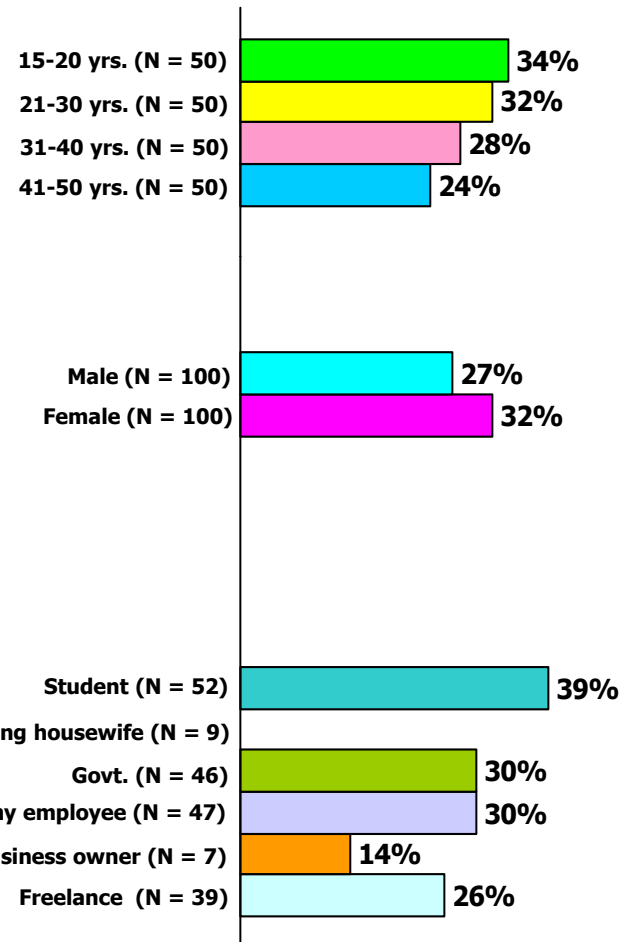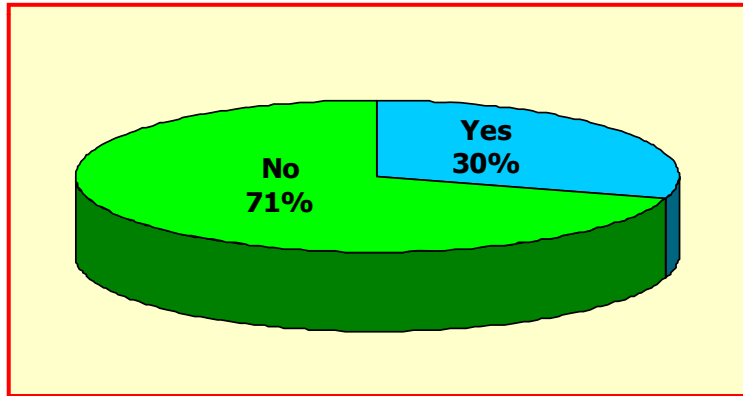
Source of Awareness of "HP Printer" Ad

"Awareness"

Yes 30%
No 71%
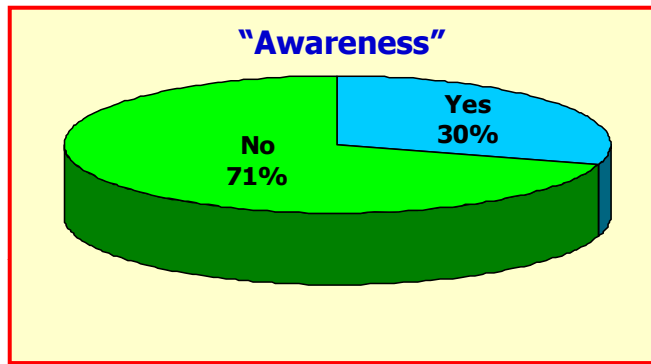
Correct recall (N = 52)	**88%**
Television (N = 38)	73%
Billboard (N = 14)	27%
Newspaper (N = 9)	17%
Magazine (N = 3)	6%
Wrong recall (N = 11)	**19%**
Leaflet / brochure (N = 8)	73%
Bus side / mini bus (N= 1)	9%
Poster / banner in front of the Power Buy store (N= 1)	9%
Radio (N= 1)	9%

Television
- 64% → Female (69%)
- 59%
- 63%
- 71%
- 67%

Billboard
- 24% → Male (37%)
- 29%
- 13%
- 21%
- 33%

Newspaper
- 15% → Female (19%)
- 31%
- 14%
- 17%

Leaflet / brochure
- 14% → Female (16%)
- 6%
- 31%
- 14%

Legend:
- Total (N = 59)
- 15-20 yrs. (N = 17)
- 21-30 yrs. (N = 16)
- 31-40 yrs. (N = 14)
- 41-50 yrs. (N = 12)

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007
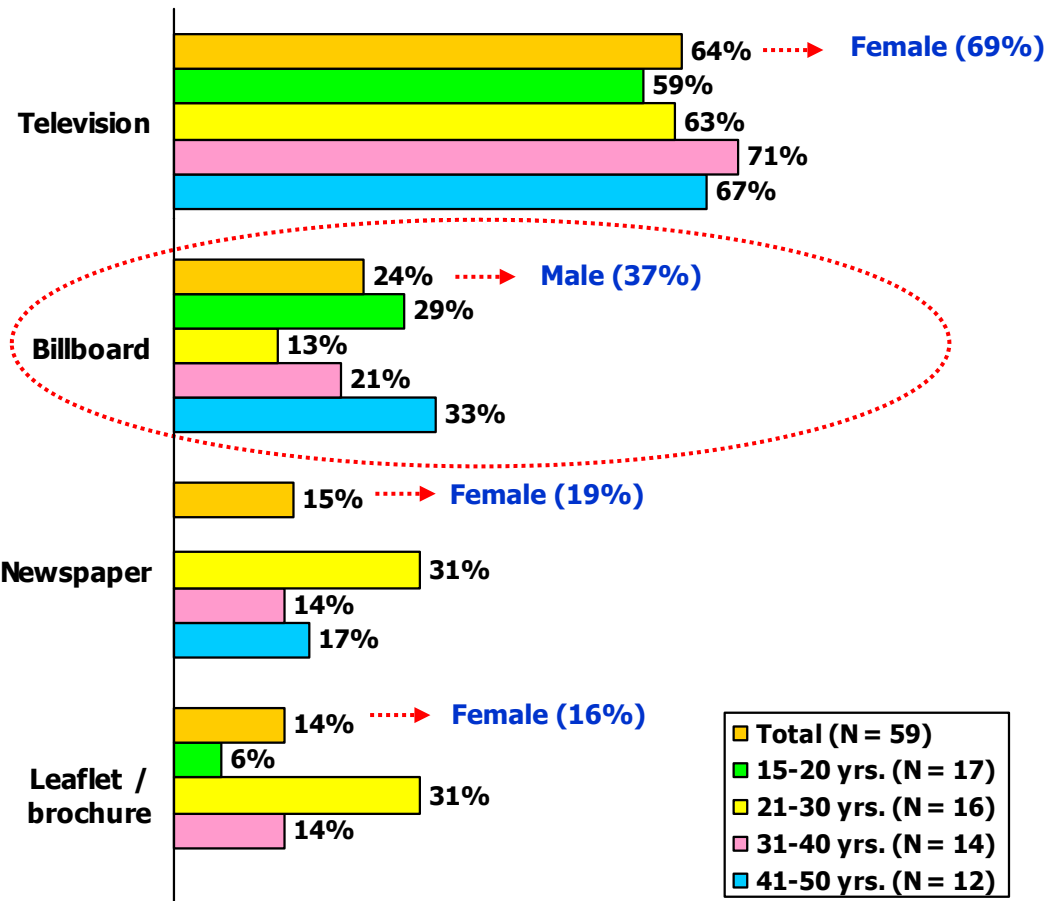
Awareness of "HP Printer" Billboard

Mode of Transportation

- **Motorcycle**   50%
- **Personal car**   31%
- **Bus / Mini bus**   14%

ร้านฉั่วเปงฮวด ตลากเก่า ถ. หน้าเมือง ทางไป ห้างแฟรี่

"Awareness"

No 71%

Yes 30%

Spontaneous Awareness (N = 200)   5%

Location prompted (N = 200)   10%

Picture prompted (N = 200)   18%
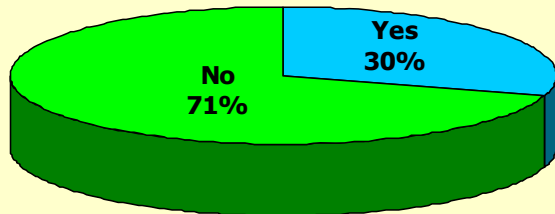
Road Usage

- กลางเมือง   61%
- มิตรภาพ   50%
- ศรีจันทร์   47%
- หน้าเมือง   31%
- หลังเมือง   22%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Seeing Frequency of "HP Printer" Billboard

Avg. Frequency   10.13 times/person/mth

"Awareness"

Yes
30%

No
71%

Everyday	11%
	6%
	15%

Bus / Mini bus (50%),
ศรีจันทร์ (75%)

5-6 times a week	8%
	6%
	10%

Motorcycle (67%),
กลางเมือง : ศรีจันทร์ (67%) equally

3-4 times a week	14%
	13%
	15%

Personal car (60%),
กลางเมือง : ศรีจันทร์ (60%) equally

1-2 times a week	28%
	31%
	25%

2-3 times a month	14%
	6%
	20%

Once a month	22%
	38%
	10%

Less than once a month	3%
	5%

- □ Total (N = 36)
- □ Male (N = 16)
- □ Female (N = 20)

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Preference of "HP Printer" Billboard

Quite like

- 11% → **Male (13%) : Female (10%)**
- 25%
- 10%
- 10%

Reasons for Saying "Like" (N = 4)
- **Cheerful presenter** — **50%**
- **Have printer shown** — **25%**
- **Red colour looks attractive and outstanding** — **25%**

So-so

- 86% → **Male (88%) : Female (85%)**
- 75%
- 90%
- 90%
- 88%

- 3% ┈┈▶ **Have no product details (100%)**

Quite dislike

- 13%

□ Total (N = 36) Mean : 3.08
□ 15-20 yrs. (N = 8) Mean : 3.25
□ 21-30 yrs. (N = 10) Mean : 3.10
□ 31-40 yrs. (N = 10) Mean : 3.10
□ 41-50 yrs. (N = 8) Mean : 2.88
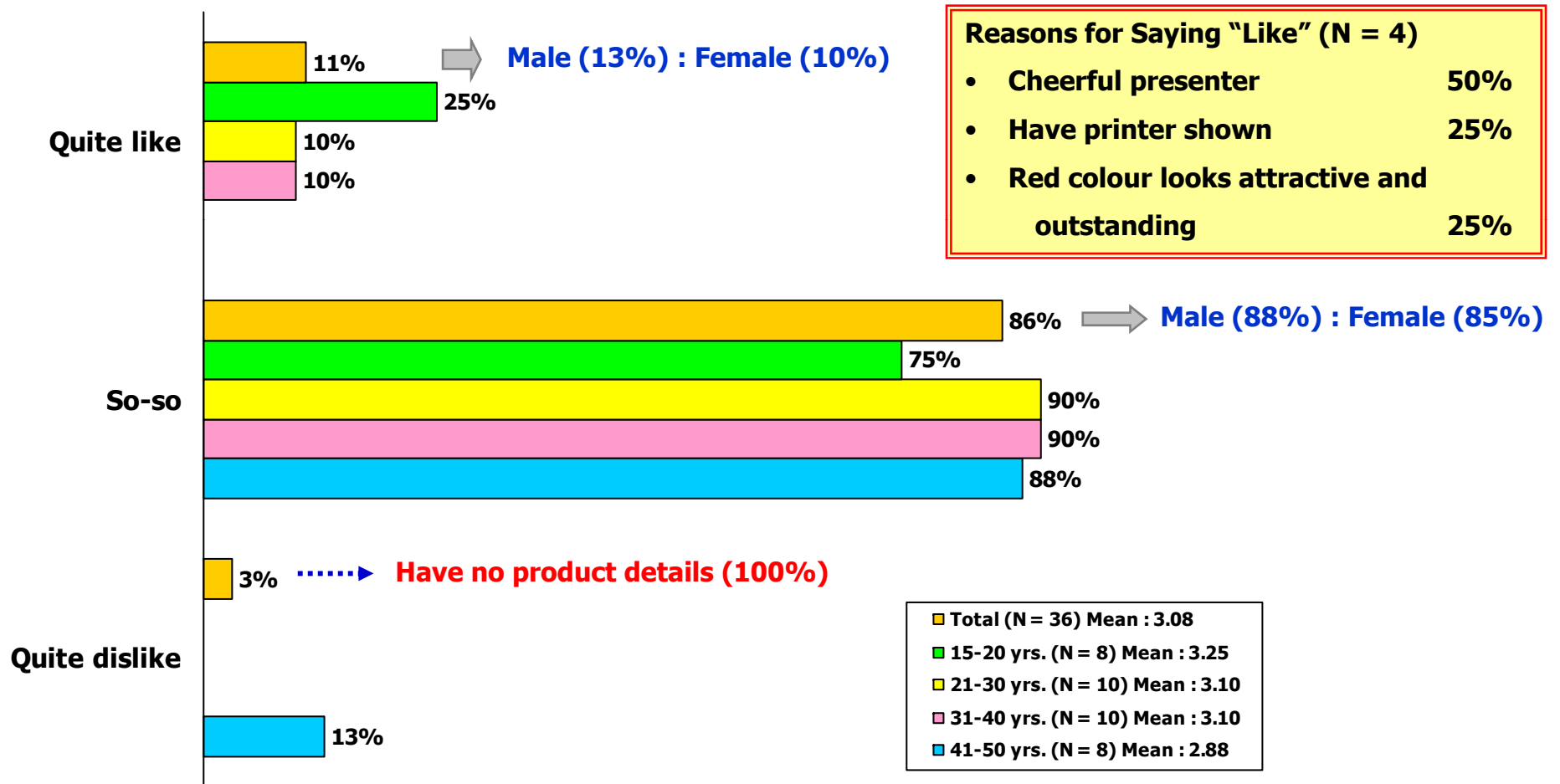
Persuasion on "HP Printer"

Reasons for Saying "Interest" (N = 5)

- Printed color looks like real   40%
- Have printer shown and trust
  in "HP" brand   20%
- Clear picture and information   20%
- Compact-sized printer   20%

Quite interested
- 14% → **Male (19%)**
- 25%
- 30%

So-so
- 86% → **Female (90%)**
- 75%
- 70%
- 100%
- 100%

- Total (N = 36) Mean : 3.14
- 15-20 yrs. (N = 8) Mean : 3.25
- 21-30 yrs. (N = 10) Mean : 3.30
- 31-40 yrs. (N = 10) Mean : 3.00
- 41-50 yrs. (N = 8) Mean : 3.00

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

"SVOA Computer"

"SVOA Computer" Billboard

Awareness of "SVOA Computer" Ad

Category	Percentage
15-20 yrs. (N = 50)	28%
21-30 yrs. (N = 50)	30%
31-40 yrs. (N = 50)	22%
41-50 yrs. (N = 50)	24%
Male (N = 100)	21%
Female (N = 100)	31%
Student (N = 52)	33%
Non-working housewife (N = 9)	
Govt. (N = 46)	26%
Company employee (N = 47)	21%
Business owner (N = 7)	14%
Freelance (N = 39)	31%

Yes 26%
No 74%
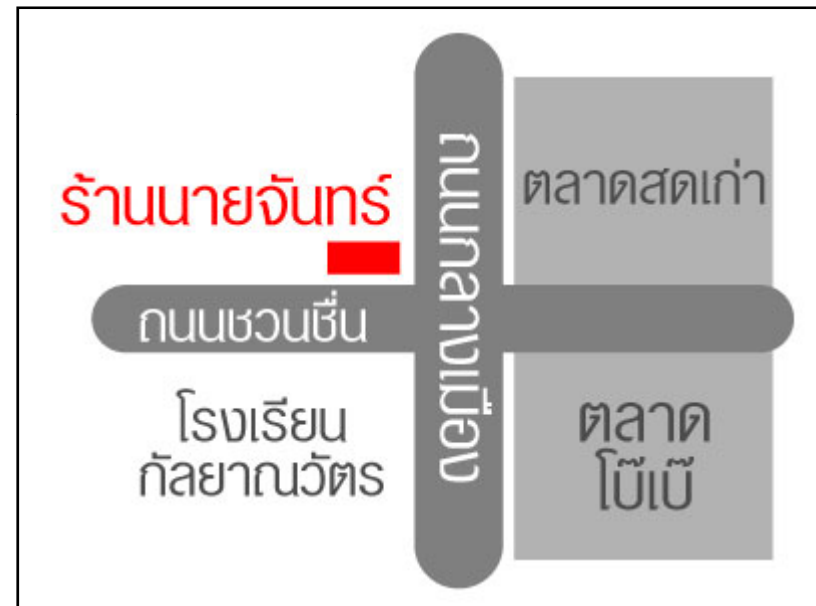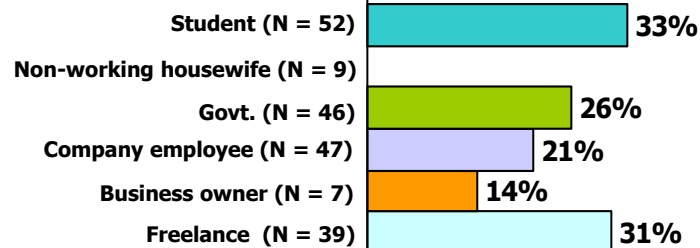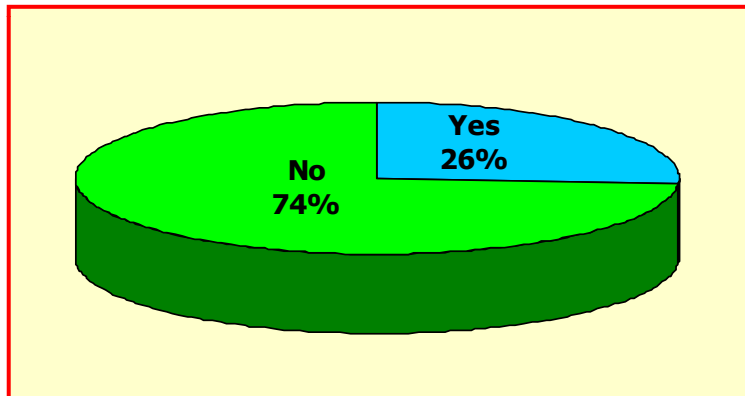
Source of Awareness of "SVOA Computer" Ad

"Awareness"

Yes
26%

No
74%
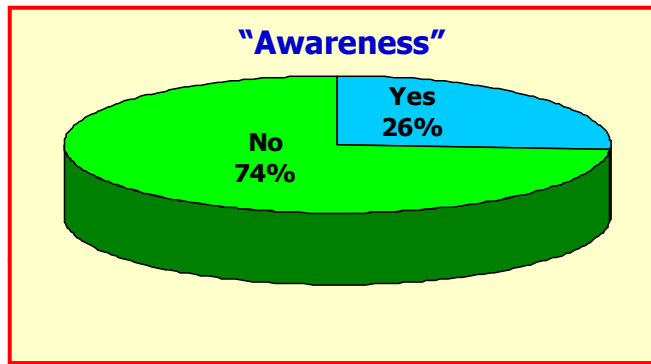
Correct recall (N = 15)	29%
Billboard (N = 15)	100%
Wrong recall (N = 43)	83%
Television (N = 38)	88%
Newspaper (N = 4)	9%
Leaflet / brochure (N = 3)	7%
Magazine (N = 3)	7%
Radio (N = 3)	7%

Female (77%)

Television
- 73%
- 93%
- 73%
- 82%
- 42%

Billboard
- 29% ····▶ **Male (38%)**
- 14%
- 20%
- 18%
- 67%

Newspaper
- 8% ····▶ **Male (10%) : Female (7%)**
- 7%
- 7%
- 17%

Leaflet / brochure
- 6% ····▶ **Female (7%) : Male (5%)**
- 13%
- 9%

☐	Total (N = 52)
☐	15-20 yrs. (N = 14)
☐	21-30 yrs. (N = 15)
☐	31-40 yrs. (N = 11)
☐	41-50 yrs. (N = 12)
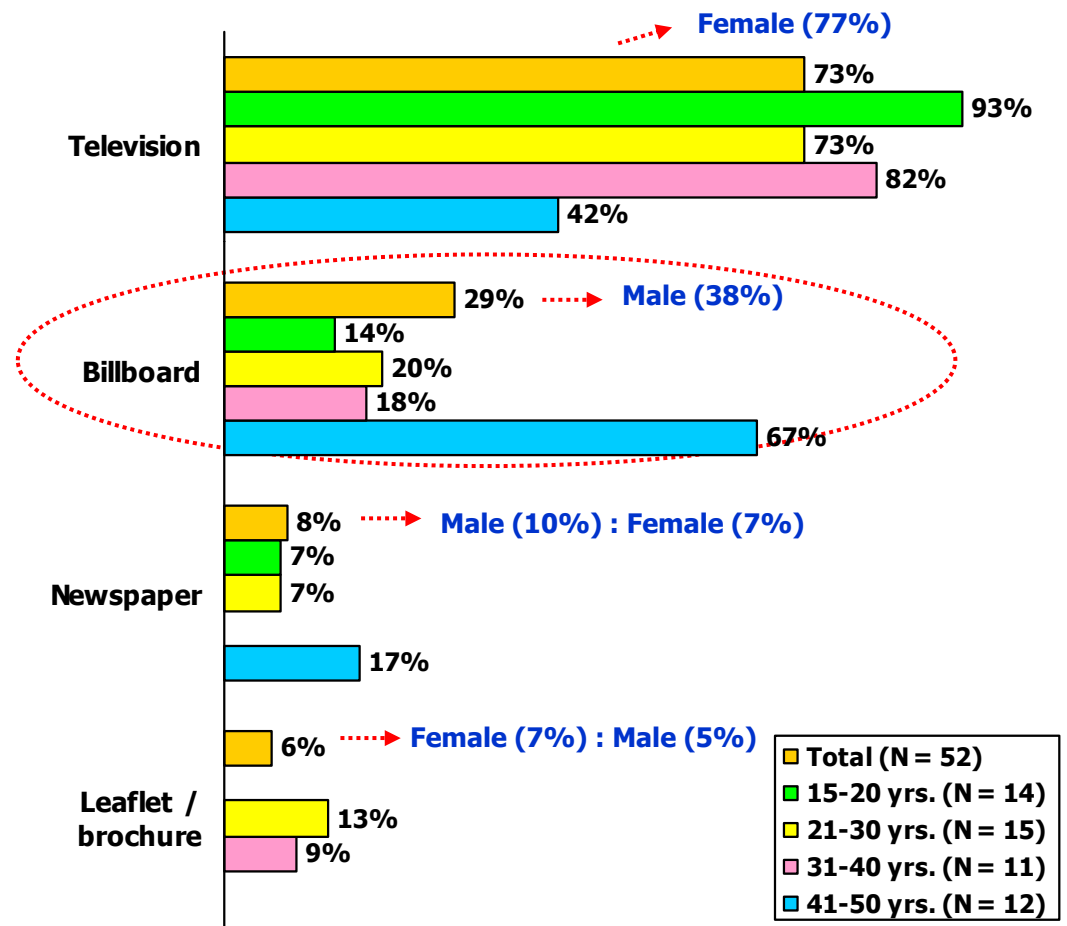
Awareness of "SVOA Computer" Billboard

Mode of Transportation

- **Motorcycle**   45%
- **Personal car**   39%
- **Bus / Mini bus**   13%

ร้านนายจันทร์ ถ. กลางเมือง ตรงข้าม ตลาดโบ๊เบ๊

"Awareness"

Yes
26%

No
74%

Spontaneous Awareness
(N = 200)   7%

Location prompted
(N = 200)   10%

Picture prompted
(N = 200)   16%
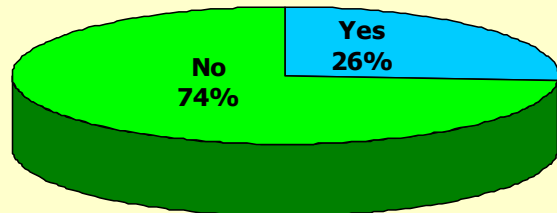
Road Usage

- **มิตรภาพ**   61%
- **ศรีจันทร์**   48%
- **กลางเมือง**   42%
- **หน้าเมือง**   39%
- **ประชาสโมสร**   19%
- **หลังเมือง**   16%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Seeing Frequency of "SVOA Computer" Billboard

Avg. Frequency   18.77 times/person/mth

"Awareness"

Yes 26%

No 74%

Everyday	Total 26%, Male 30%, Female 18% → Personal car (63%), ศรีจันทร์ (63%)
5-6 times a week	Total 7%, Male 5%, Female 9% → Motorcycle : Personal car (50%) equally, มิตรภาพ (100%)
3-4 times a week	Total 13%, Male 10%, Female 18% → Motorcycle : Bus / Mini bus (50%) equally, มิตรภาพ : กลางเมือง : ประชาสโมสร (50%) equally
1-2 times a week	Total 26%, Male 30%, Female 18%
2-3 times a month	Total 16%, Male 20%, Female 9%
Once a month	Total 13%, Male 5%, Female 27%

■ Total (N = 31)
■ Male (N = 20)
■ Female (N = 11)

Preference of "SVOA Computer" Billboard

Quite like

16% → **Male (20%)**
29%
13%
20%
9%

So-so

84% → **Female (91%)**
71%
88%
80%
91%

Reasons for Saying "Like" (N = 5)
- **Pictures look clear**   **40%**
- **Computer looks modern**   **40%**
- **Outstanding brand name**   **20%**
- **Convey of computer technology by having various pictures / "Intel" lettering**   **20%**

□ Total (N = 31) Mean : 3.16
□ 15-20 yrs. (N = 7) Mean : 3.29
□ 21-30 yrs. (N = 8) Mean : 3.13
□ 31-40 yrs. (N = 5) Mean : 3.20
□ 41-50 yrs. (N = 11) Mean : 3.09

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Persuasion on "SVOA Computer"

Very interested
- 3% → **Male (5%)**
- 13%

Quite interested
- 10% → **Male (10%) : Female (9%)**
- 29%
- 13%

So-so
- 87% → **Female (91%)**
- 71%
- 75%
- 100%
- 100%

Reasons for Saying "Interest" (N = 4)
- Computer looks modern   75%
- Have various models
  to choose from   25%
- Computer has advanced
  technology   25%

Legend:
- Total (N =31) Mean : 3.16
- 15-20 yrs. (N = 7) Mean : 3.29
- 21-30 yrs. (N = 8) Mean : 3.38
- 31-40 yrs. (N = 5) Mean : 3.00
- 41-50 yrs. (N = 11) Mean : 3.00

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

"7 UP"

"7 UP" Billboard

Awareness of "7 UP" Ad

15-20 yrs. (N = 50)   **42%**
21-30 yrs. (N = 50)   **40%**
31-40 yrs. (N = 50)   **32%**
41-50 yrs. (N = 50)   **44%**

No
61%

Yes
40%

Male (N = 100)   **34%**
Female (N = 100)   **45%**

Student (N = 52)   **42%**
Non-working housewife (N = 9)   **56%**
Govt. (N = 46)   **20%**
Company employee (N = 47)   **45%**
Business owner (N = 7)   **29%**
Freelance (N = 39)   **51%**
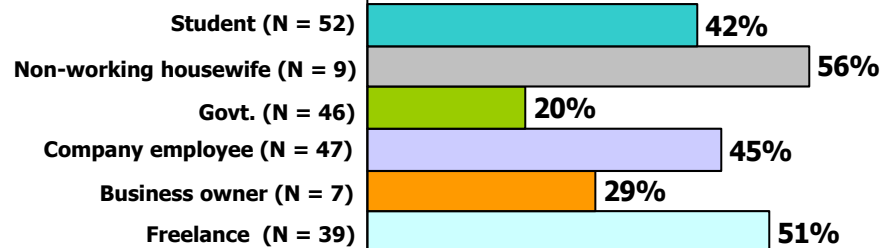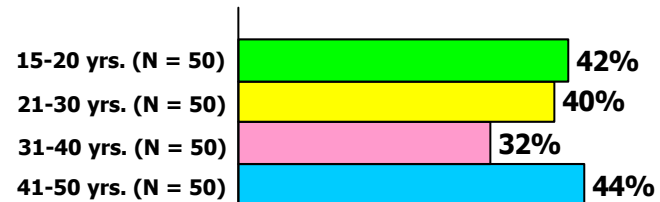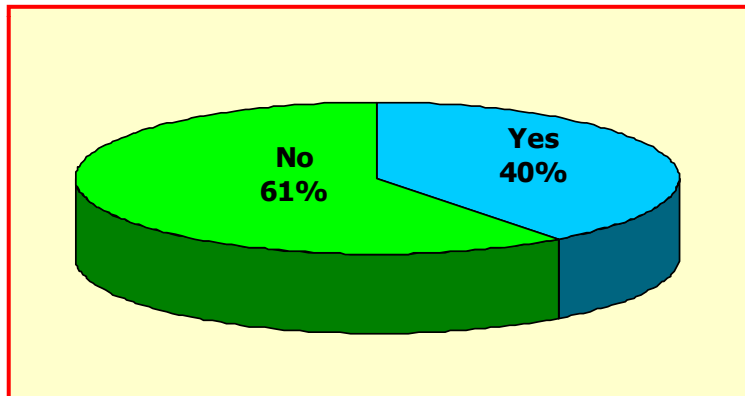
Source of Awareness of "7 UP" Ad

"Awareness"

- No 61%
- Yes 40%
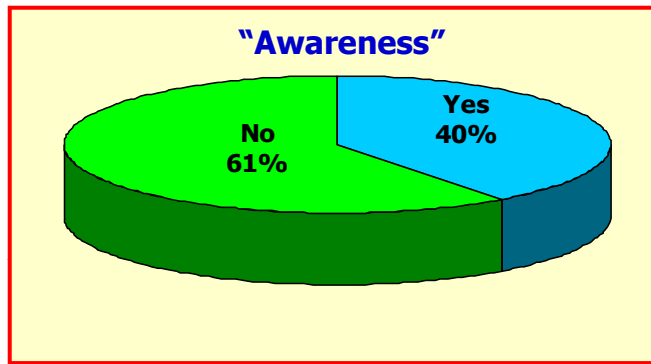
Correct recall (N = 9)	**12%**
Billboard (N = 9)	100%
Wrong recall (N = 76)	**97%**
Television (N = 66)	87%
Newspaper (N = 7)	9%
Poster / banner in front of the stores i.e. grocery store, soft drinks delivery truck, restaurant (N = 4)	5%
Booth at the sidewalk (N = 2)	3%

Television
- 85%
- 95%
- 84%
- 81%
- 77%

Male (88%)

Billboard
- 12% → Male (15%)
- 14%
- 5%
- 6%
- 18%

Newspaper
- 9% → Male : Female (9%) equally
- 5%
- 11%
- 18%

Poster / banner in front of the stores
- 5% → Female (9%)
- 5%
- 5%
- 6%
- 5%

Legend:
- Total (N = 78)
- 15-20 yrs. (N = 21)
- 21-30 yrs. (N = 19)
- 31-40 yrs. (N = 16)
- 41-50 yrs. (N = 22)
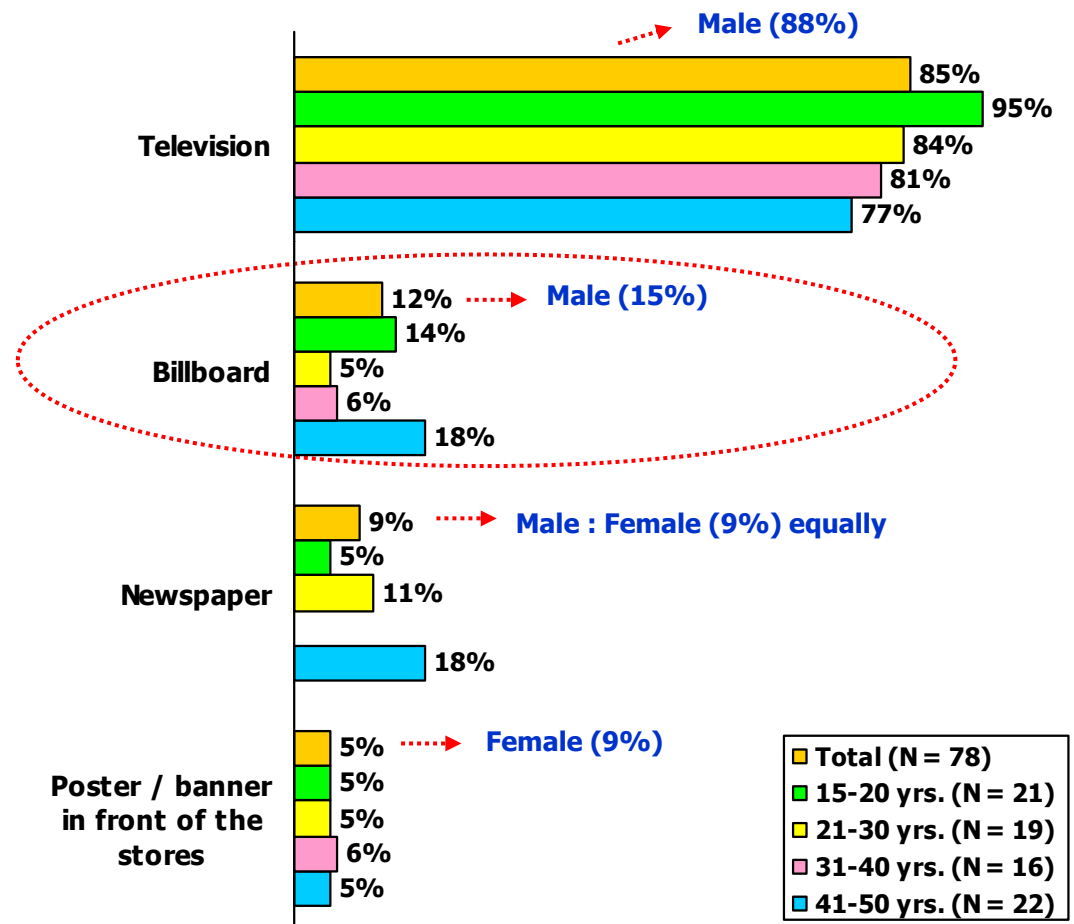
Awareness of "7 UP" Billboard

Mode of Transportation

- **Motorcycle** 48%
- **Bus / Mini bus** 24%
- **Personal car** 19%

ร้านทองหน้า มข. ถ. มิตรภาพ ตรงข้าม ม.ขอนแก่น

"Awareness"

No 61%

Yes 40%

Spontaneous Awareness (N = 200) — 4%

Location prompted (N = 200) — 6%

Picture prompted (N = 200) — 11%
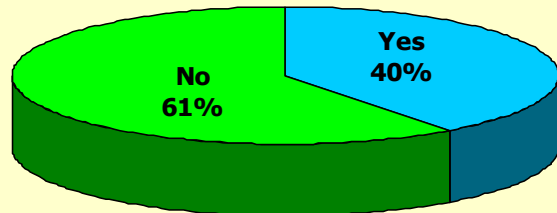
Road Usage

- **มิตรภาพ** 67%
- **กลางเมือง** 43%
- **หน้าเมือง** 38%
- **ศรีจันทร์** 29%
- **ประชาสโมสร** 19%
- **หลังเมือง** 19%

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

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Seeing Frequency of "7 UP" Billboard

Avg. Frequency   16.64 times/person/mth

"Awareness"

- No 61%
- Yes 40%

Everyday
- 10% ·····► Motorcycle : Personal car (50%) equally, มิตรภาพ : หน้าเมือง (100%) equally
- 22%

5-6 times a week
- 5% ·····► Personal car (100%), มิตรภาพ (100%)
- 11%

3-4 times a week
- 19% ·····► Personal car (50%), กลางเมือง (100%)
- 25%
- 11%

1-2 times a week
- 14%
- 17%
- 11%

2-3 times a month
- 14%
- 17%
- 11%

Once a month
- 33%
- 33%
- 33%

Less than once a month
- 5%
- 8%

- ☐ Total (N = 21)
- ☐ Male (N = 12)
- ☐ Female (N = 9)
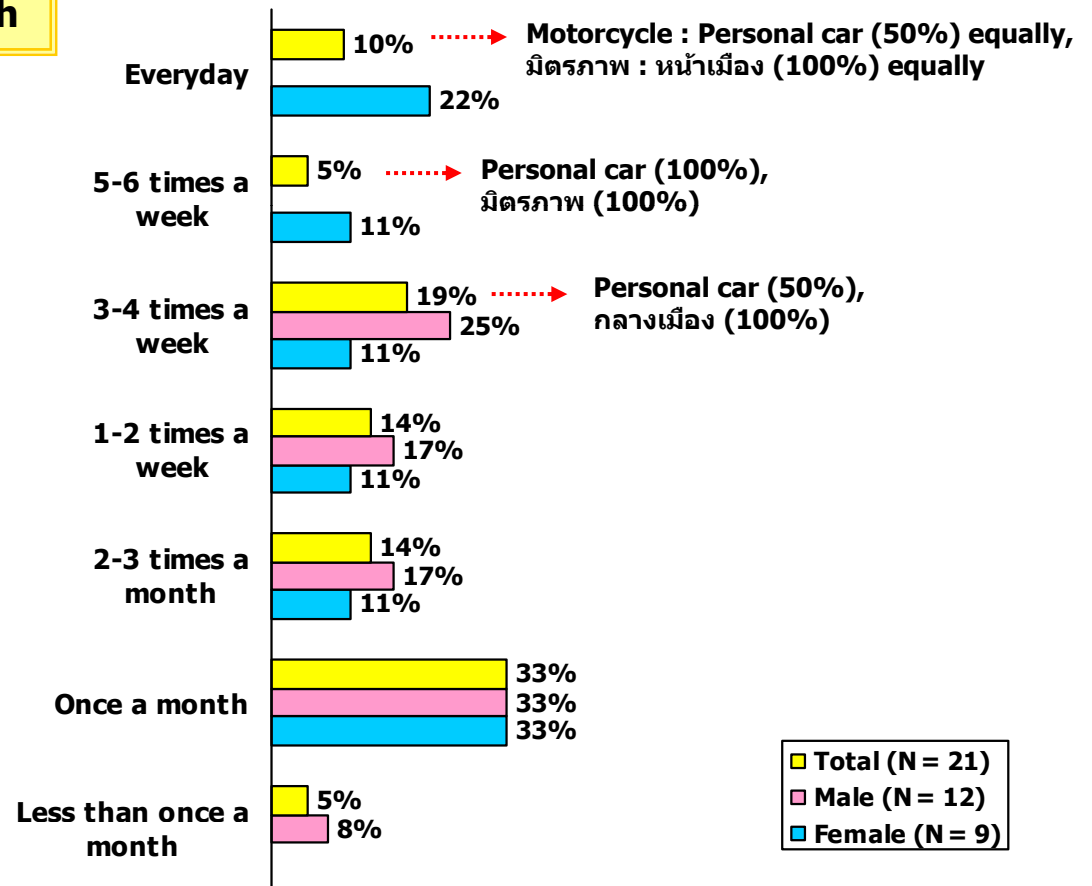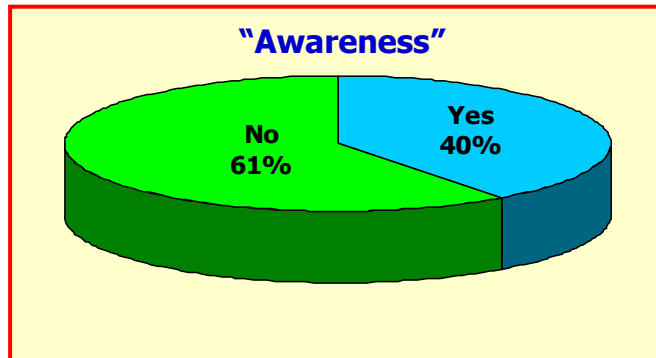
Preference of "7 UP" Billboard

Quite like

38% ⇒ **Female (44%)**

50%

60%

30%

So-so

62% ⇒ **Male (67%)**

100%

50%

40%

70%

Reasons for Saying "Like" (N = 8)
- **Attractive cartoon character**   **63%**
- **Seven Up in green color bottle looks bright**   **25%**
- **Outstanding pack shot**   **25%**

- Total (N = 21) Mean : 3.38
- 15-20 yrs. (N = 2) Mean : 3.00
- 21-30 yrs. (N = 4) Mean : 3.50
- 31-40 yrs. (N = 5) Mean : 3.60
- 41-50 yrs. (N = 10) Mean : 3.30

Persuasion on "7 UP"

Quite interested

- 24% → **Female (33%)**
- 25%
- 60%
- 10%

So-so

- 76% → **Male (83%)**
- 100%
- 75%
- 40%
- 90%

Reasons for Saying "Interest" (N = 5)

- Looks inducing because of green pack shot **40%**
- Pack shot conveys refreshing feeling **40%**
- Bubbles on the bottle conveys refreshing feeling **20%**

- ☐ Total (N = 21) Mean : 3.24
- ☐ 15-20 yrs. (N = 2) Mean : 3.00
- ☐ 21-30 yrs. (N = 4) Mean : 3.25
- ☐ 31-40 yrs. (N = 5) Mean : 3.60
- ☐ 41-50 yrs. (N = 10) Mean : 3.10

Conclusion & Recommendation

Conclusion & Recommendation

Recognition Scores of Various Outdoor Advertisements

	Awareness %
Advertising board in front of building at the intersection	93
Billboard at Mitrphap road	91
Mini bus side	87
In store advertisement	78
Bus shelter	70
Tuk Tuk ad	68
Bus back	59

A Report for An Effectiveness Study on "TOP GUN" Billboard Advertisement – February 2007

Conclusion & Recommendation

Outdoor Advertisement with "High Impact"

- **Advertising board in front of building at the intersection (93%)**

- **Billboard at Mitrphap road (91%)**

- **Mini bus side (87%)**

- **In store advertisement (78%)**

Outdoor Advertisement with "Moderate Impact"

- **Bus shelter (70%)**

- **Tuk Tuk ad (68%)**

- **Bus back (59%)**

Strategic Roads in Khon Kaen

- **ถนนมิตรภาพ**
- **ถนนกลางเมือง**
- **ถนนศรีจันทร์**
- **ถนนหน้าเมือง**

Conclusion & Recommendation

Performance Summary of "Top Gun" Billboard Advertisement

	Advertising Awareness			Preference (Mean)	Persuasion (Mean)
	Spontaneous %	Location Prompted %	Picture Prompted %		
Nescafe Red Cup	30	45	61	3.64	3.39
Pedigree	22	31	46	3.65	3.47
Car 4 Cash	17	27	44	3.23	3.09
Land & Houses	16	29	40	3.51	3.36
Caltex Delo	15	22	C 1 : 20 ; C2 : 33	3.38	3.23
ACER Computer	11	21	25	3.22	3.20
Golden Cup Balm	10	17	25	3.33	3.22
Vitamilk	13	17	23	3.35	3.37
HP Printer	5	10	18	3.08	3.14
SVOA Computer	7	10	16	3.16	3.16
7 UP	4	6	11	3.38	3.24

Conclusion & Recommendation

Consumers' Attractions to Billboard Advertisement

"Color Scheme"

"Concise Copy"

"Billboard Attraction"

"PERSUASION"

"Presenter"

"Pack Shot"

"Top Gun" Review

HOTEL LIST

1 รอแยล(๗๗) ROYAL (77)
2 บังกะโลมิตรภาพ BUNGALOW MITTAPHAP
3 รสสุคนธ์ ROSSUKHON
4 ขอนแก่น KHONKAEN
5 โรมา ROMA
6 วิลลา VILLA
7 แก่นอินน์ KAEN INN
8 คิงส์ KING
9 โฆษะ KOSA
10 เพลย์บอย PLAY BOY
11 บังกะโลไผ่ทอง BUNGALOW PHAI THONG

ไป จ.อุดรธานี
TO UDONTHANI

ไป หนองคาย
TO NONGKHAI

สถานีวิทยุโทรทัศน์แห่งประเทศไทยช่อง 5
THAILAND RADIO TELEVISION CHANNEL 5

ศูนย์อนุรักษ์ดินและน้ำ
SOIL AND WATER CONSERVATION CENTER

รพ ศรีนครินทร์
SRINAKHARIN

ม. ขอนแก่น
KHON KHEN UNIVERSITY

บริเวณ ม. ขอนแก่น
KHONKHEN UNIVERSITY COMPOUND

วัดป่าอุดลยราม
WAT PA-ADOONYARAM

บริเวณกองพันทหาร-ม้าที่ 6

วัดโนนชัยวราราม
WAT NONCHAIWARARAM

รร.บ้านหนองแวง
BAN NONG WANG

วัดตราชูวนาราม
TRASHUWANARAM

รร ศรีนาวิน
SRINAWIN MARKSUMRUN

รร โพบูลย์วิทยา
PAIBOOL WITTAYA

วัดมรรคสำราญ

รร บ้านโนนชัย
BAN NONCHAI

รร เทคนิคโนโลยีภูมิสิทธิ์
TECHNOLOGY PHUMSIT

องค์การอุตสาหกรรมป่าไม้
FORESTRY INDUSTRY ORGANIZATION

Langsoonrajakarn Rd

บึงทุ่งสร้าง
THUNGSRANG POND

บึงสีฐาน
SI THAN POND

ไป จ.เลย
TO LOEI

BANSAOTHAM
รร บ้านสาวถี

รร ไพศาล
วิทยา

สถานีประมง FISHERY STATION

วัดป่าชัยวัน
PACHAIWAN

รร เทศบาลบ้านศรีฐาน

รร สนามบิน RIFLE

Prachasamosorn Rd

รร เทศบาล2

วัดจอมศรี
JOMSRI

สถานีทดลองพันธุ์ข้าว
RICE RESEARCH STATION

หนองโคตร
KROTE POND

Aummart Rd

KHONKHEN
รพ ขอนแก่น

ศูนย์อนามัยแม่และเด็ก
MOTHER and CHILD CARE CENTER

KHONKHEN TECHNIC COLLEGE
วิทยาลัยเทคนิค ขอนแก่น

Srijantr Rd
วัดศรีจันทร์

รร บ้านหนองใหญ่
BANNONGYAI

Cithakon Rd

รร.การ

ช่างขอนแก่น KHONKHEN KRANCHANG
PAVIVAKTHUM

รพ. จิตเวช CHITTAVEJ

เลเรีย 3 MALARIA UNIT3

วัดปาติวันวนาราม
WAT PA KIRIWANWANARAM

TO YANGTALAD District

Chuenchuan Rd

วัดศรีนวล
SRINUAL

สถานีโทรทัศน์ช่อง 5
T.V. STATION 5

รร บ้านหนองวัด
BANNONGWAD

วัดวุฒาราม
WUTHARAM

รร แก่นนครวิทยาลัย
KHENNAKHON COLLEGE

รร.สอนคนหูหนวก

วัดธาตุ
THATU

วัดโพธิ์โนนทัน
PONONTHUN

รร บ้านโนนทัน
BANONTHUN

วัดปาศรีสว่าง
WAT PASRISWANG

วัดนันทิการาม
WAT NANTHIGARAM

สนามม้า
HORSE TRACK

วัด กลาง KLANG

บึงแก่นนคร
KHENNAKHON POND

วัดหนองแวง
NONGWANG

วัดศรีธาตุ
SRITHATU

รร บ้านตูม
BANTOOM

ไป บ. เหล่านาดี
TO LOANADEE Village

ไป อ.บ้านไผ่
TO BANPHAI District

TO NAKHONRATCHASIMA
ไป นครราชสีมา

ขอนแก่น
KHONKAEN

Makro

TESCO Lotus

ขอนแก่น
KHONKAEN

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ขอนแก่น
KHONKAEN

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Spending Efficiency in "Top Gun"

	Total Recall (%)	Avg. Frequency (times/person/mth)	CPM
Nescafe Red Cup	61	12.65	0
Pedigree	46	18.21	3.24
Car 4 Cash	44	19.09	3.23
Land & Houses	40	12.99	3.86
Caltex Delo	33	19.18	8.16
ACER Computer	25	12.91	0
Golden Cup Balm	25	13.66	5.91
Vitamilk	23	17.21	17.84
HP Printer	18	10.13	0
SVOA Computer	16	18.77	6.80
7 UP	11	16.64	15.52

Thank You