

MOTORAMA NETWORK DRIVE CAMPAIGN RESEARCH

REPORTING

PREPARED FOR :



AUGUST 2018

CONTENTS

- **SURVEY BACKGROUND & SAMPLE PROFILES**
- **BRAND METRICS**
- **THE RADIO CAMPAIGN**
- **KEY MEASURE COMPARISONS & SUMMARY**

- **SURVEY BACKGROUND & SAMPLE PROFILES**
- BRAND METRICS
- THE RADIO CAMPAIGN
- KEY MEASURE COMPARISONS & SUMMARY

BACKGROUND

- Campaign:

Motorama on Network Drive

- Research schedule:

Motorama Network Drive campaign:	16 July – 18 August 2018
Research: Stage 1	12 – 14 July 2018
Stage 2	18 – 21 August 2018

- Research method:

Online survey amongst all adults, car owner/drivers.

Samples split by radio listening to give ‘advertised’ and ‘control’ samples. Advertised are listeners who listen to any radio station carrying Network Drive at least ‘2 – 3 days a week’. The control is non-listeners, those who do not listen to a Network Drive station at all.

- Research samples:

		Listeners	Non-listeners
<u>Target:</u>		<u>300</u>	<u>200</u>
Achieved:	Stage 1	305	205
	Stage 2	310	209

Across each independent sample, outline quotas are set by gender, age, SEG and area.

SAMPLE PROFILES

		LISTENERS		NON-LISTENERS	
		305	310	205	209
		(%)	(%)	(%)	(%)
GENDER	Male	53	55	55	54
	Female	47	45	45	46
AGE	16 - 34	31	29	29	30
	35 - 54	37	39	38	39
	55+	32	32	33	31
SEG	ABC1	56	57	57	55
	C2DE	44	43	43	45
AREA	London	21	19	20	20
	South East	17	18	19	17
	South West	9	7	9	8
	East of England	8	8	8	8
	East Midlands	8	8	6	8
	West Midlands	7	6	5	7
	Yorks & Humberside	7	9	8	8
	North East	4	5	4	5
	North West	10	10	11	10
	Scotland	6	5	6	5
	Wales	3	5	4	4
MOTORING	Drivers (privately owned car)	100	100	100	100

- SURVEY BACKGROUND & SAMPLE PROFILES
- **BRAND METRICS**
- THE RADIO CAMPAIGN
- KEY MEASURE COMPARISONS & SUMMARY

CAR LEASING COMPANIES AWARENESS - SPONTANEOUS

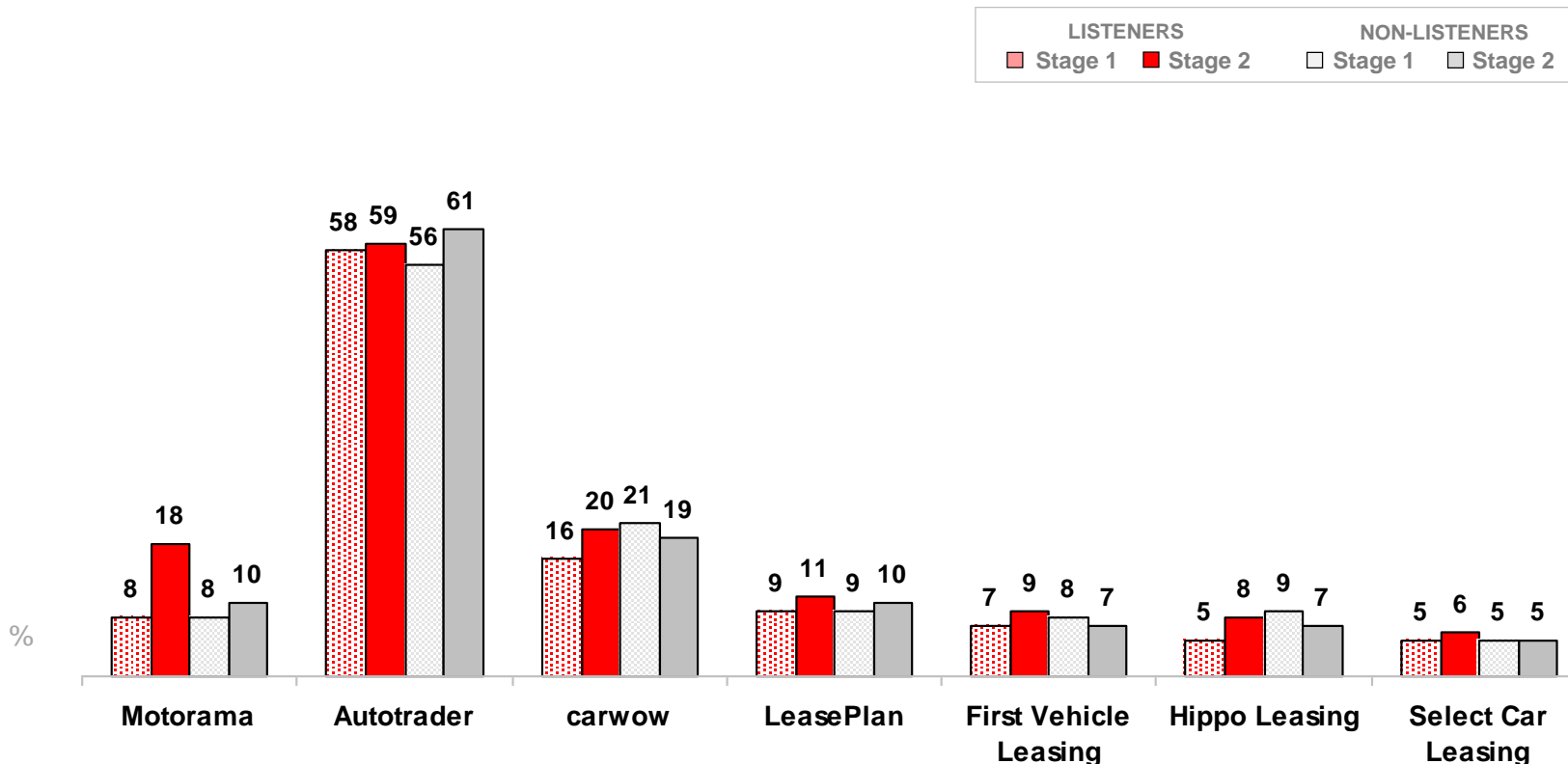
Q1 Thinking of companies that offer private motorists new cars on leasing deals, which if any, come to mind?

	LISTENERS		NON-LISTENERS	
	305 (%)	310 (%)	205 (%)	209 (%)
Motorama	0	2	0	0
Vanarama	0	4	1	2
Nationwide	2	2	3	1
Lex	1	2	2	1
Select Car	1	1	0	0
Ford	15	15	14	17
BMW	10	6	9	8
Mercedes	8	5	6	10
VW	5	5	7	4
Vauxhall	5	4	3	8
Peugeot	4	4	3	2
Toyota	2	4	4	4
Renault	3	3	4	3
Arnold Clark	2	4	3	6
AA	1	3	1	1
Avis	0	1	1	2
None/don't know	52	48	48	50

Base: All

CAR LEASING COMPANIES AWARENESS - PROMPTED

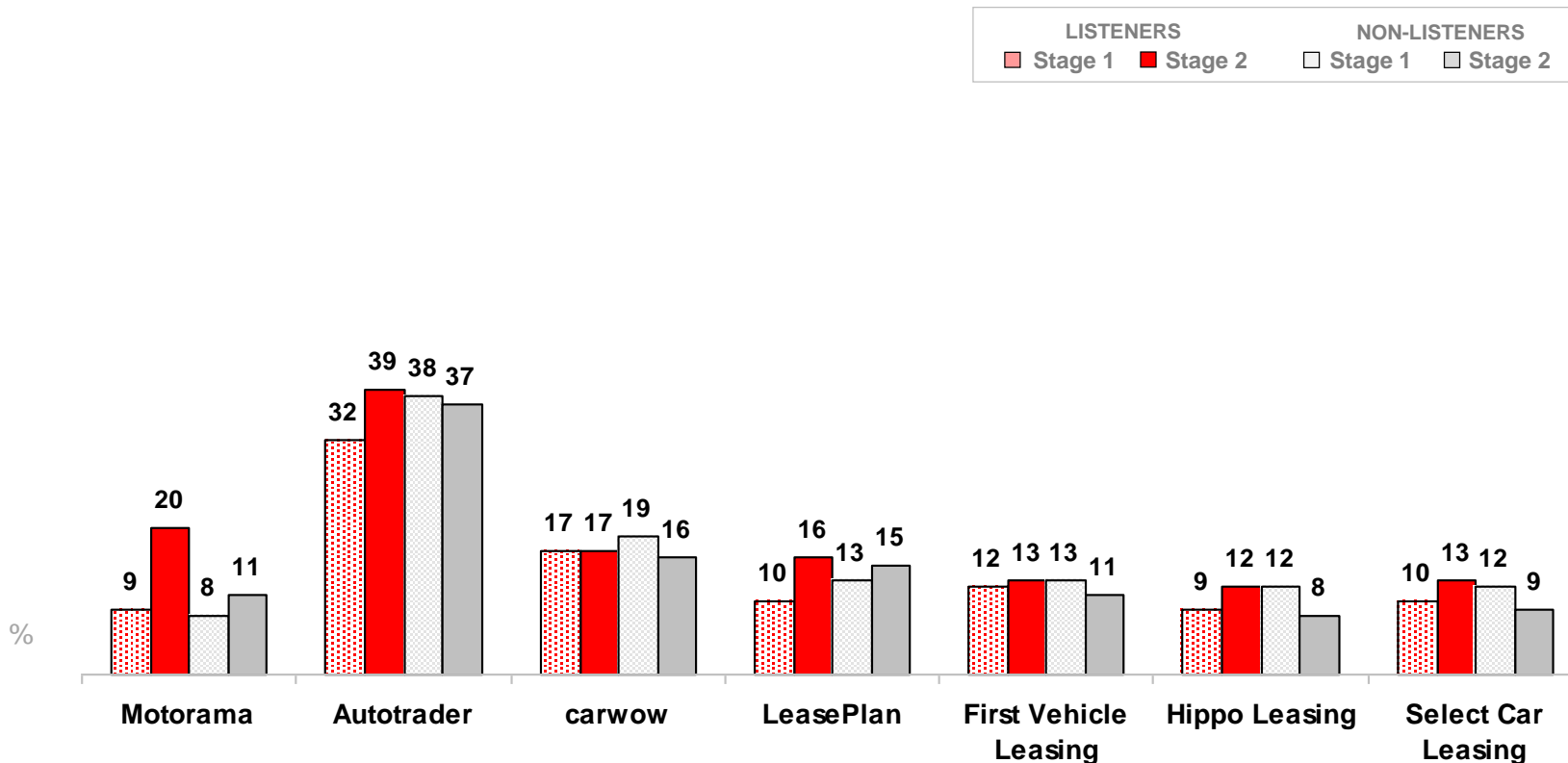
Q2 Thinking of companies that offer private motorists new cars on leasing deals, which of these particular companies have you heard of?



Base: All

CAR LEASING COMPANIES CONSIDERATION

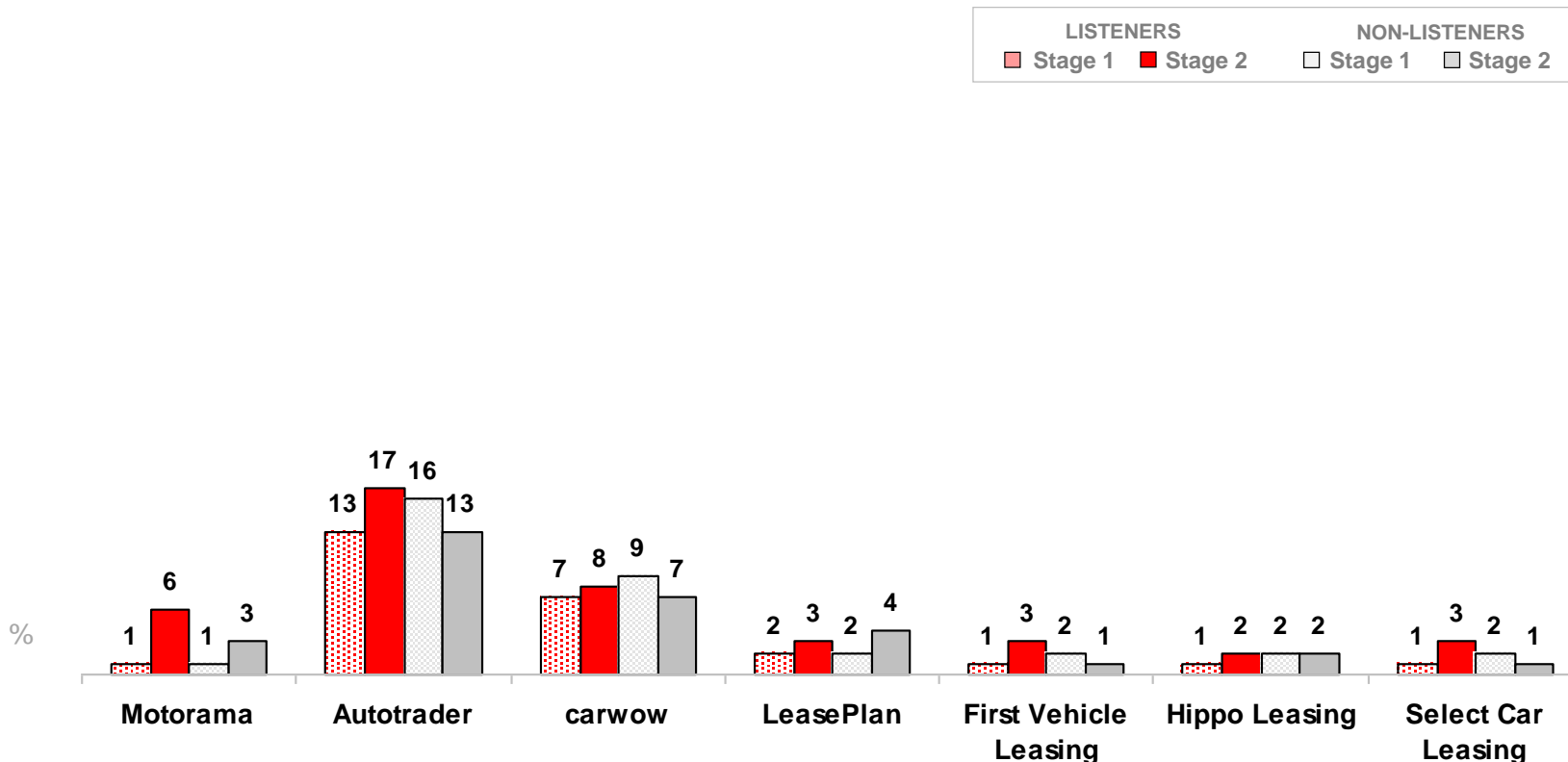
Q3 If you were considering a new car on a lease deal, which if any of these would you want to look at?



Base: All

CAR LEASING COMPANIES ADVERTISING AWARENESS

Q4 Have you seen or heard any advertising recently for any of these particular companies?

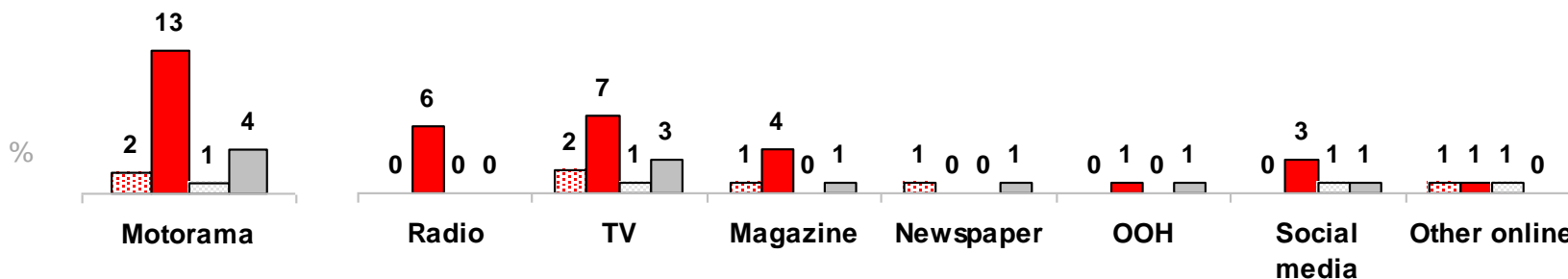


Base: All

MOTORAMA ADVERTISING AWARENESS & MEDIA ATTRIBUTION

Q5 Have you seen or heard any advertising recently for Motorama?

Q6 Can you tell me where you've seen or heard any advertising for Motorama?

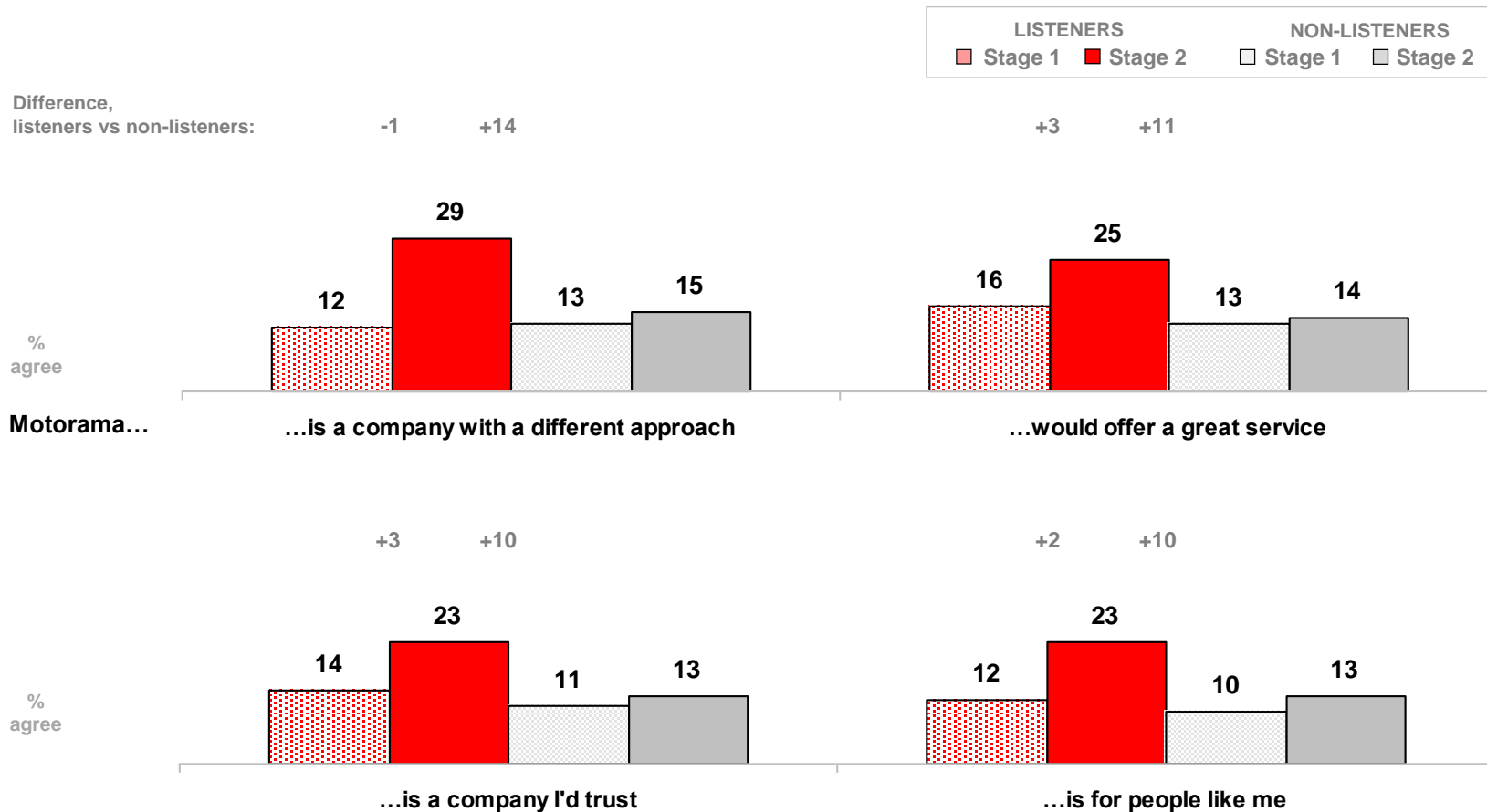


Base: All

MOTORAMA ATTITUDES & OPINIONS

Q7 Thinking of Motorama, how much do you agree or disagree with the following statements?

(Remember, it doesn't matter how much you know about Motorama, it's just your impressions we're after.)

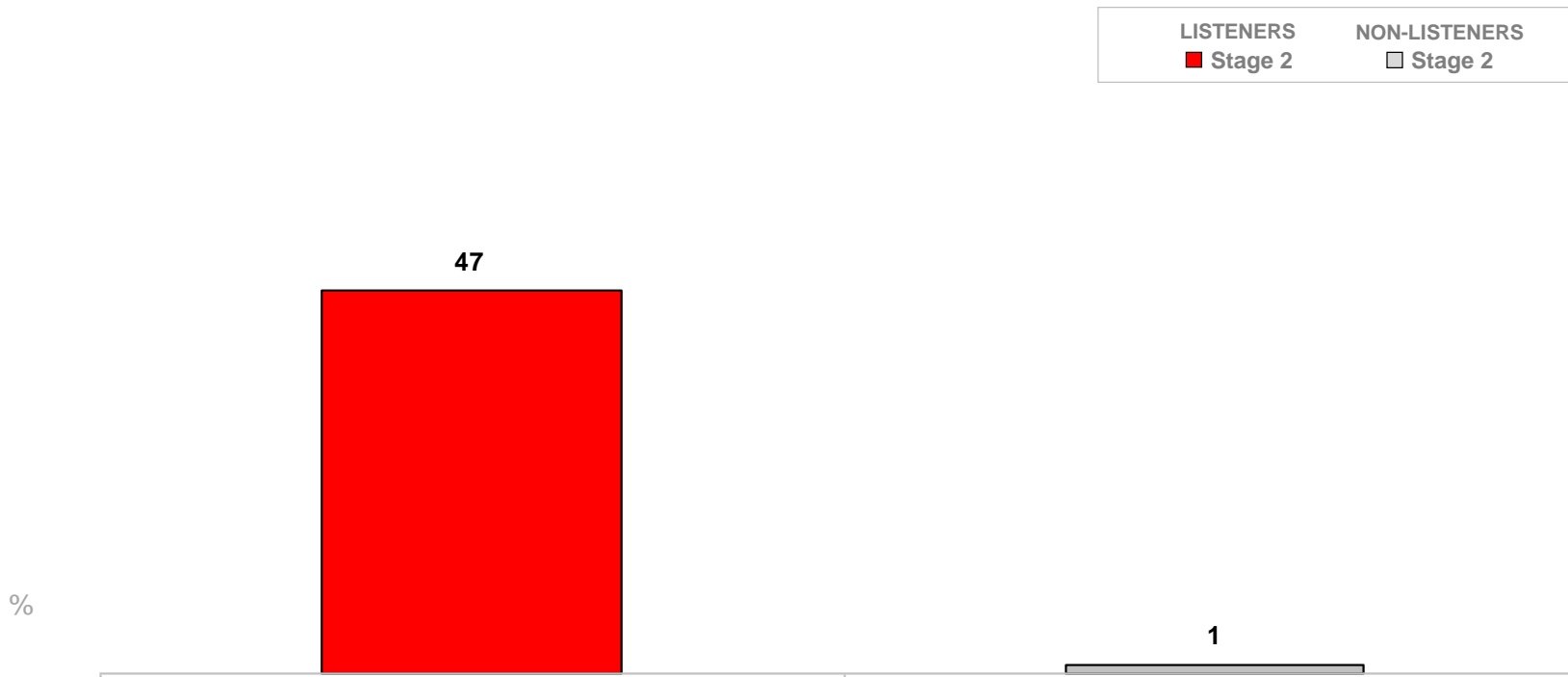


Base: All

- SURVEY BACKGROUND & SAMPLE PROFILES
- BRAND METRICS
- **THE RADIO CAMPAIGN**
- KEY MEASURE COMPARISONS & SUMMARY

MOTORAMA NETWORK DRIVE CAMPAIGN RECOGNITION

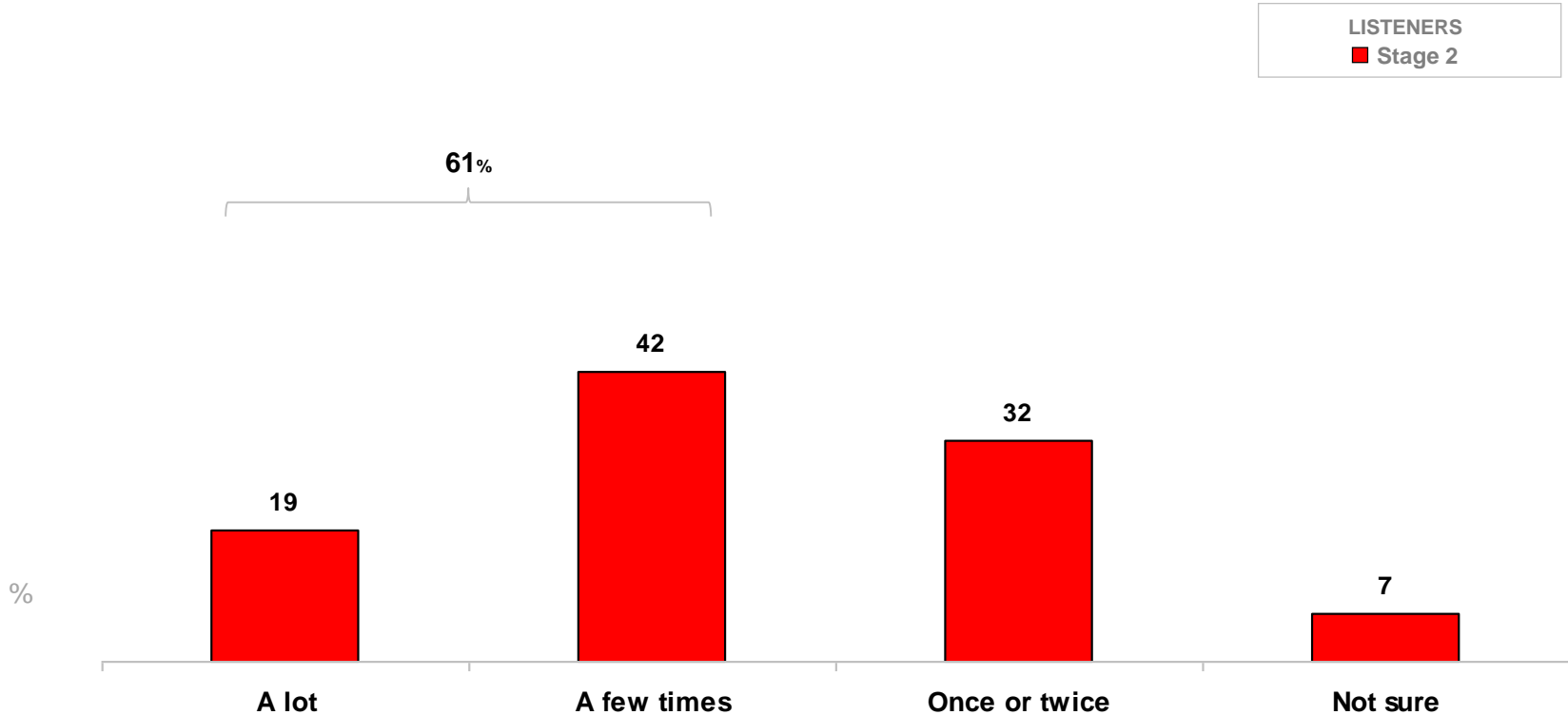
Q8 Please listen to this radio advertising activity.
Do you remember hearing this or anything like it, for Motorama recently?



Base: All Stage 2

MOTORAMA NETWORK DRIVE CAMPAIGN FREQUENCY OF HEARING

Q9 Have you heard much of this radio advertising recently?

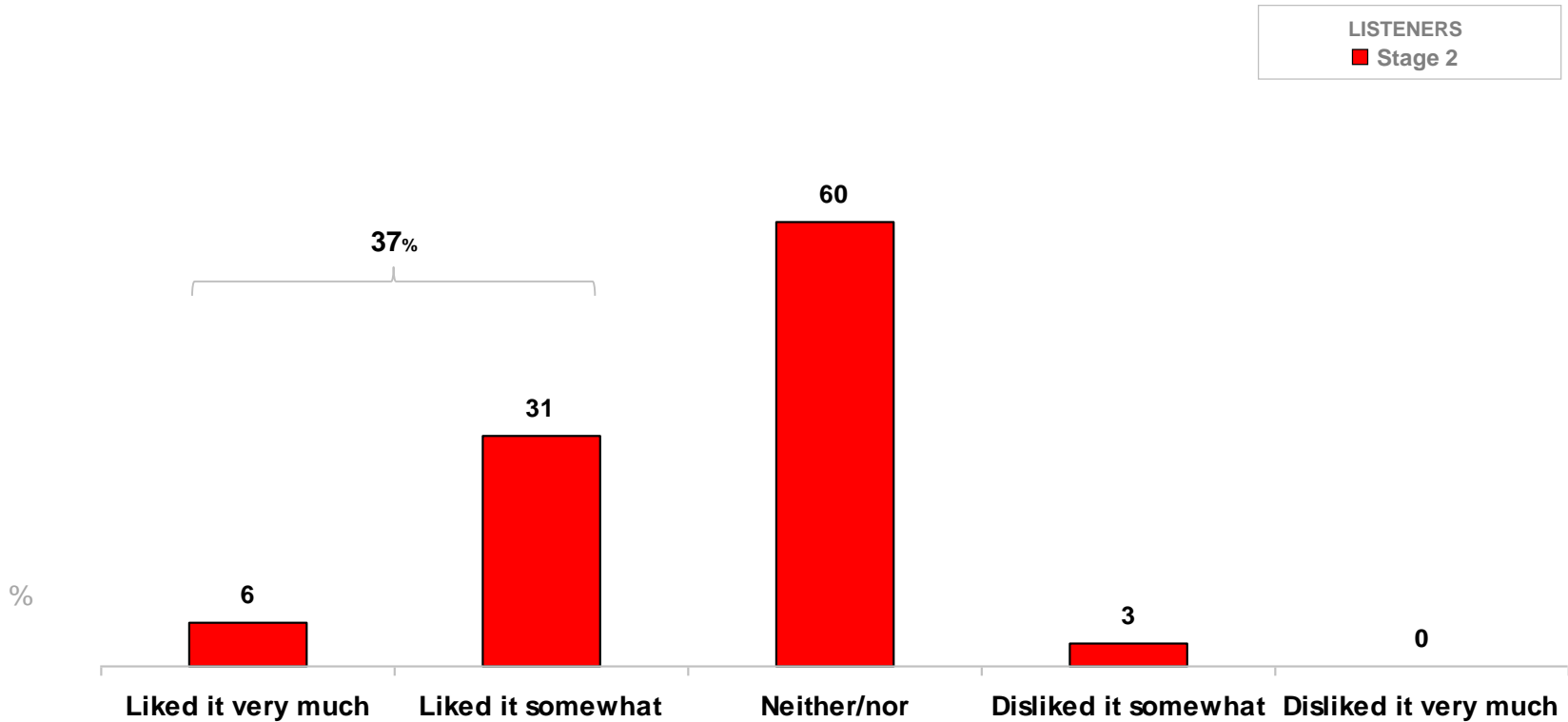


Base: All Stage 2 listeners who recognise hearing the campaign



MOTORAMA NETWORK DRIVE CAMPAIGN OVERALL REACTION

Q10 What was your overall reaction to this advertising?

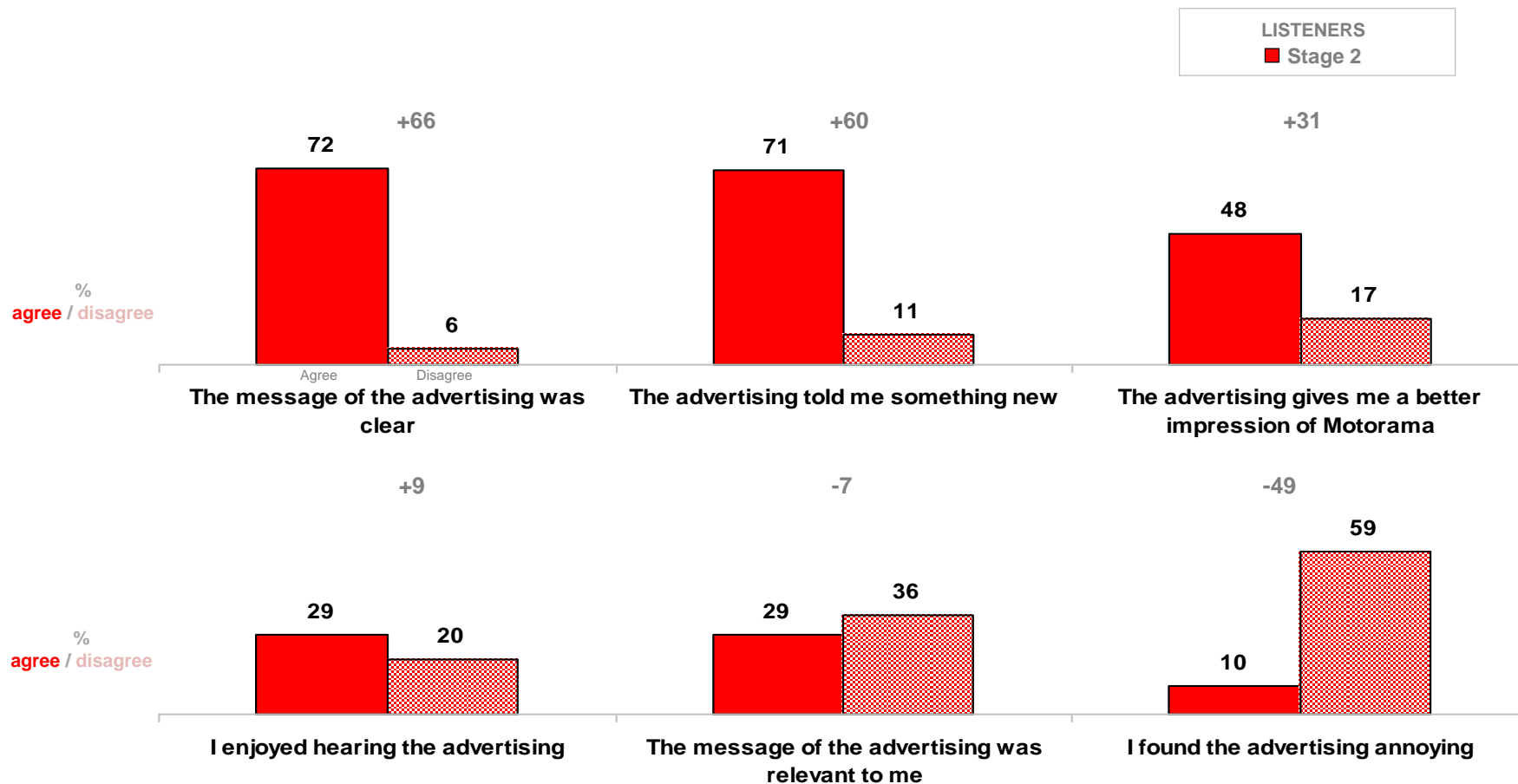


Base: All Stage 2 listeners



MOTORAMA NETWORK DRIVE CAMPAIGN ATTITUDES & OPINIONS

Q11 Thinking of this Motorama advertising, how much do you agree with the following statements?



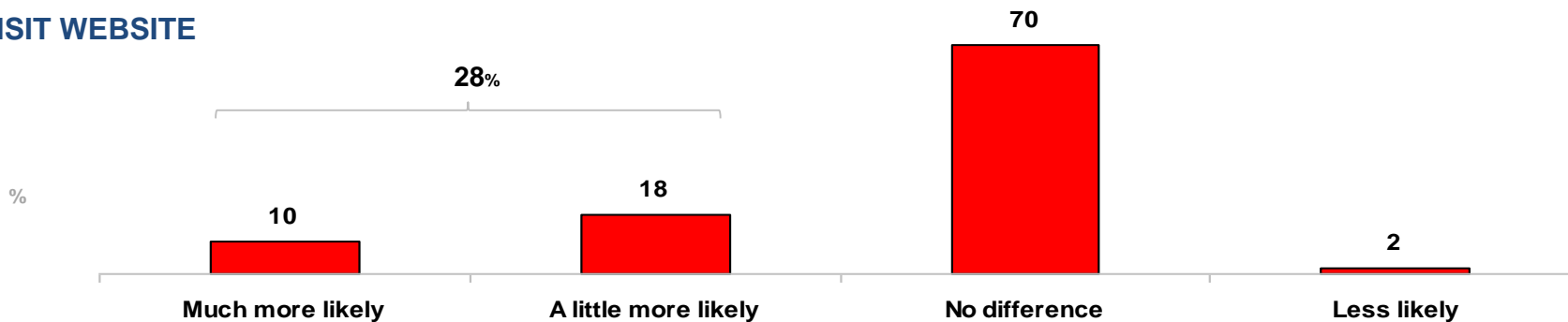
MOTORAMA NETWORK DRIVE CAMPAIGN EFFECT

Q12 Having heard this radio advertising now, are you any more or less likely to...

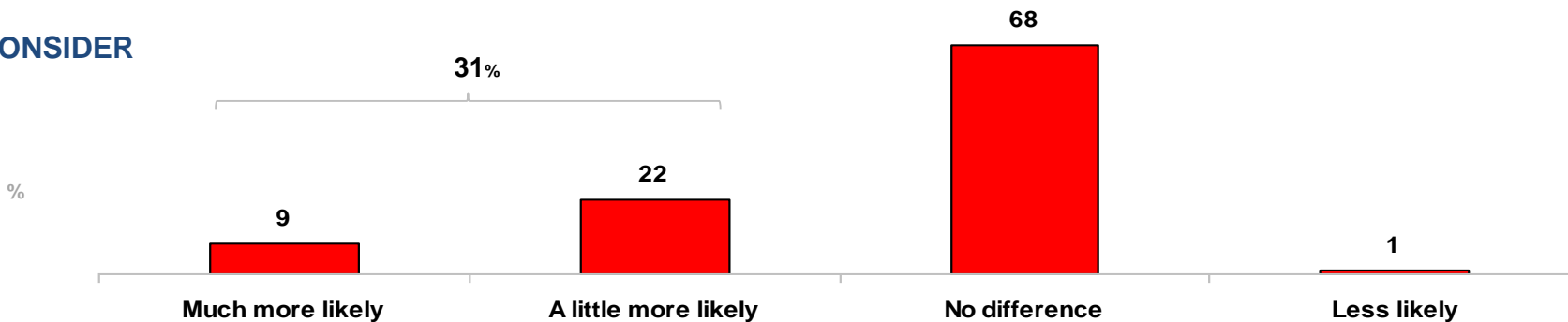
- a ...visit the Motorama website?
- b ...consider Motorama when next looking for a new car?

LISTENERS
■ Stage 2

VISIT WEBSITE



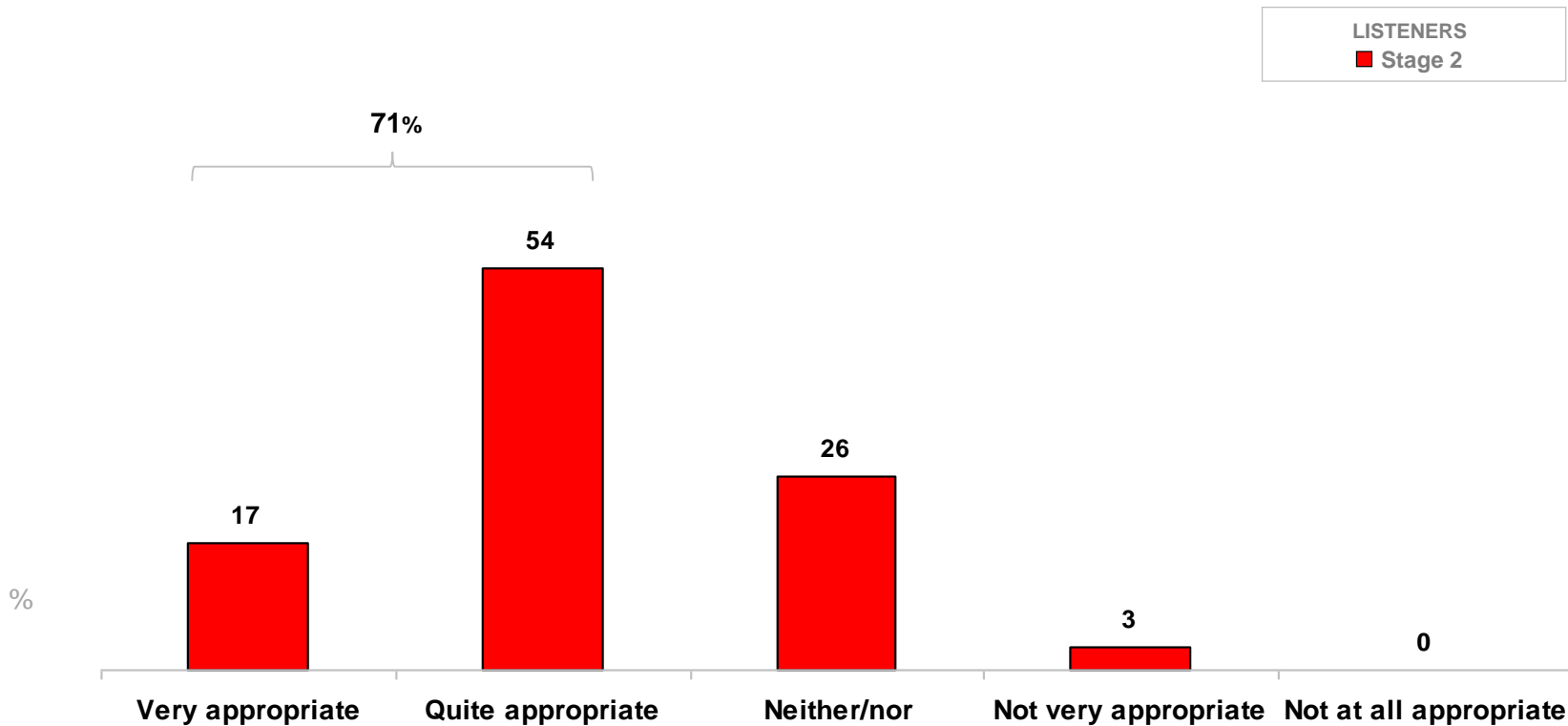
CONSIDER



Base: All Stage 2 listeners

MOTORAMA NETWORK DRIVE CAMPAIGN FIT WITH TRAFFIC & TRAVEL

Q13 This advertising goes out during the Traffic and Travel bulletins.
How appropriate is this Motorama advertising in the Traffic & Travel bulletins?



Base: All Stage 2 listeners

- SURVEY BACKGROUND & SAMPLE PROFILES
- BRAND METRICS
- THE RADIO CAMPAIGN
- **KEY MEASURE COMPARISONS & SUMMARY**

KEY MEASURES – COMPARISONS (AIRTIME)



Average across
200 Clark Chapman *
radio advertising surveys

Duration (weeks)	5	6
Advertising awareness: radio	6	14
Radio advertising recognition (certain/probable)	47	44
Frequency of hearing (a lot/a few times) Amongst all recognise radio campaign	61	54
The radio campaign...		
...is clear	72	76
...told me something new	71	69
...is relevant	29	49
...encourages/more likely to consider/buy	31	47

* Includes: Philips, Jack Daniels, Cussons, NatWest, Kleenex, Autoglass, McDonalds, Philadelphia, Strongbow, Robinsons, British Gas, Aviva, BP, Halfords, British Airways, EE, Lucozade, Fanta, Heinz, Peugeot, Mr Muscle, Cheerios, Muller, Sky, Vodafone, Audi, eBay, Skittles, Focus Dailies, Wilkinson Sword, The Sun, EE, More Than, Regaine, Arm & Hammer, etc.

SUMMARY

- ▶ **After the five week campaign, awareness of Motorama rises amongst Network Drive station listeners so that it's 8% points ahead of non-listeners.**
- ▶ **Consideration amongst listeners is 9% ahead of non-listeners after the campaign.**
- ▶ **Although knowledge is at low levels, listeners have a greater idea of Motorama as 'a company with a different approach' as well as 'offering a great service'.
Listeners also show greater empathy, being more likely to agree Motorama 'is a company I'd trust' and 'for people like me'.**
- ▶ **47% of all listeners recognise having heard the Motorama campaign and six in ten of these listeners feel they've heard it on multiple occasions.**
- ▶ **The activity is widely seen as clear and informative (72% and 71% respectively)**
- ▶ **Almost a third of all listeners agree they are more likely to consider Motorama when next looking for a new car, as a result of the campaign**

THANK YOU

clark chapman
advertising and media research

