

Report 2
Promotion Campaign Evaluation
Case Study

a leading washing detergent brand

Location: MetroCentre in Gateshead

December 2005

Report 2 covers:

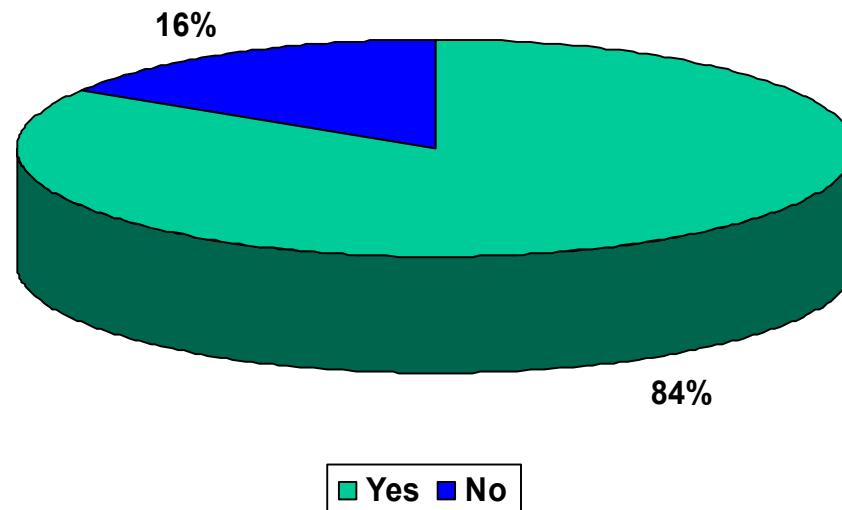
- Summary
- Brand Perception
- Propensity to Buy
- About the Experience
- Brand Awareness
 - Purchase habits
- Survey Demographics
 - Age
 - Gender

Summary

- The campaign had a positive influence on 84% of the respondents
- 79% are likely or very likely to purchase the product in the next three months as a result of this campaign
- 69% will tell others about the promotion campaign
- Nearly 50% are likely to purchase this product over one of its competitors' product
- Approximately 90% will use the free sample that they received on the day

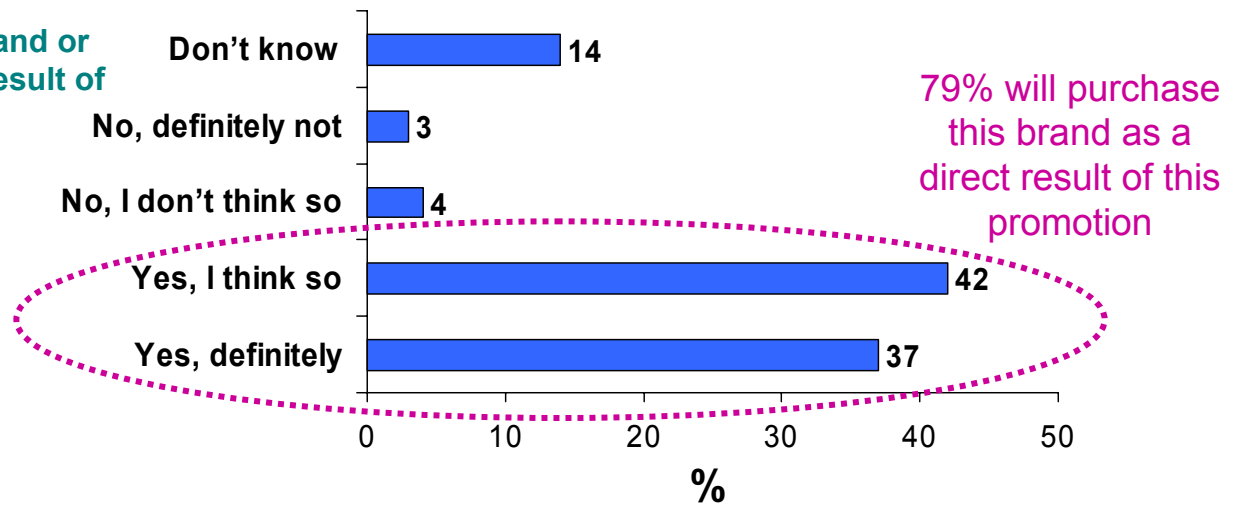
Brand Perception

Has today's activity influenced you positively about this brand or product?

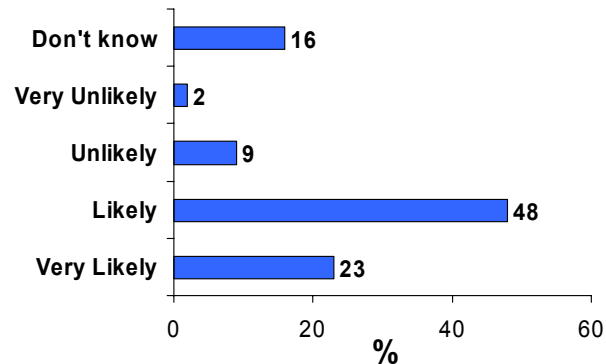


Propensity to Buy

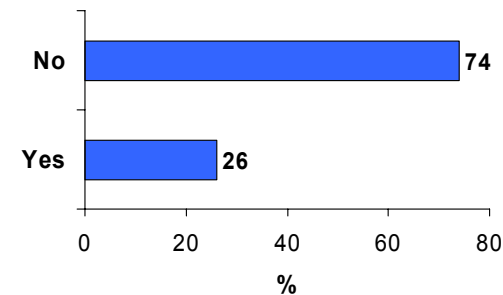
Will you go on to purchase this brand or product in the next 3 months as a result of today's activity?



Assuming you will purchase within this sector in the future, how likely would you say you are to purchase this brand or product after this experience?

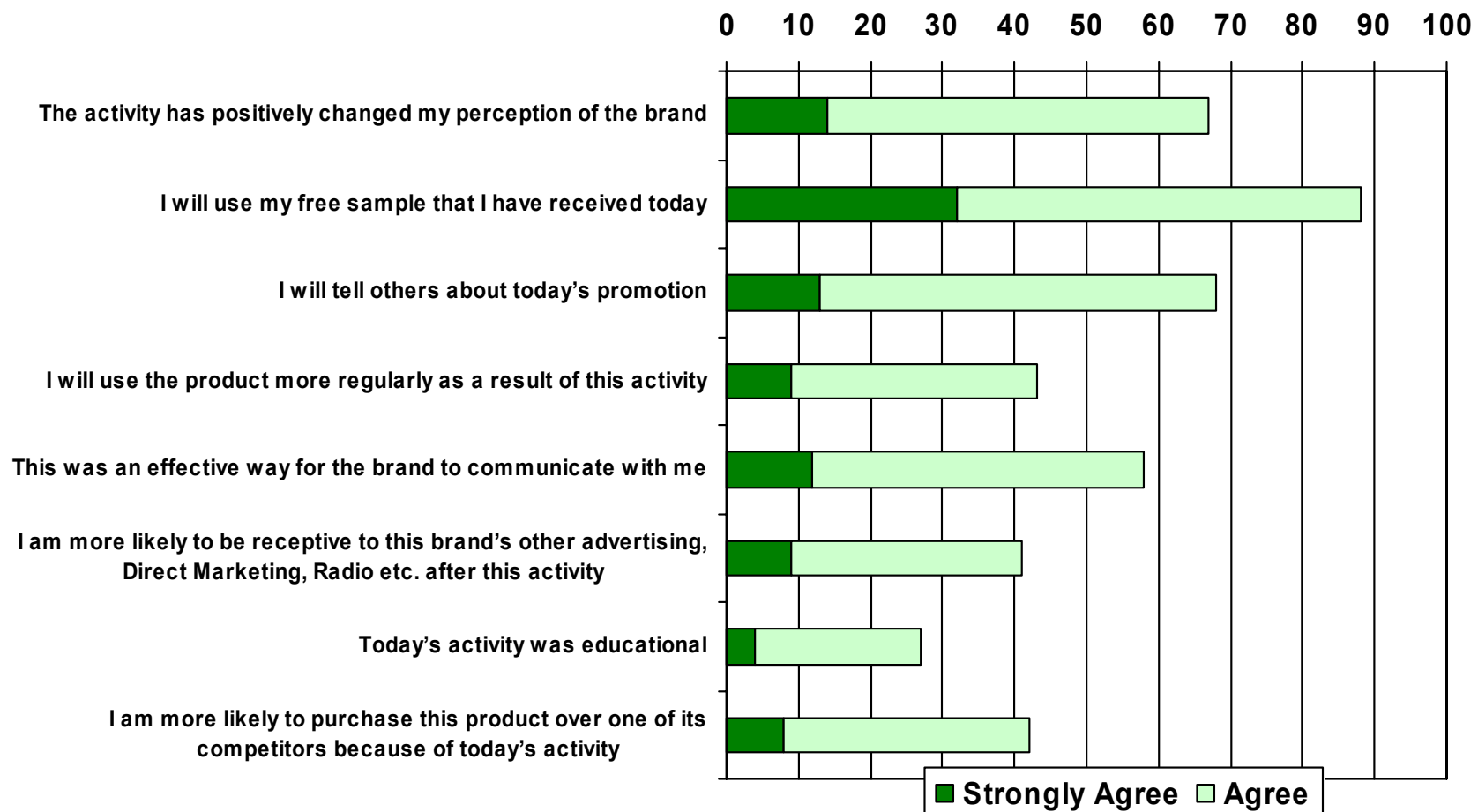


Will you go on to purchase this brand or product today as a result of activity?



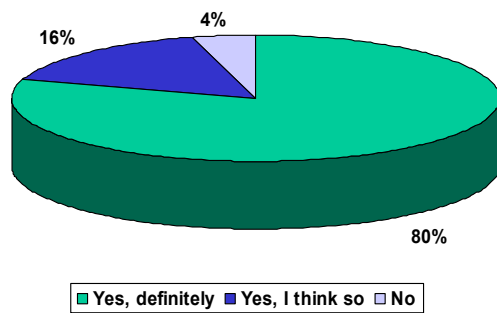
About the Experience

%

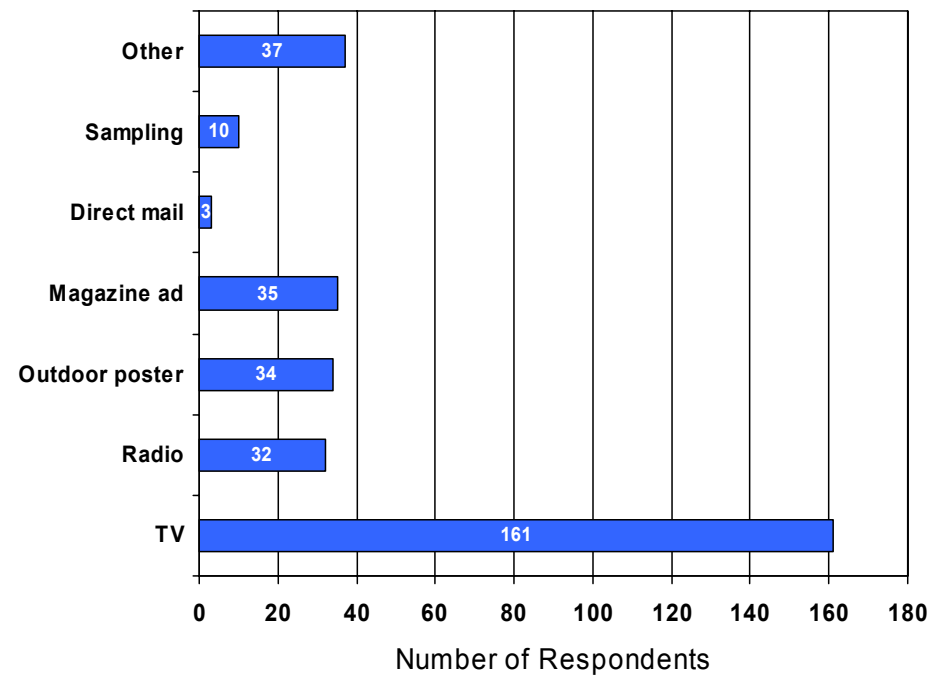


Brand Awareness

Did you know about the brand or product before today?

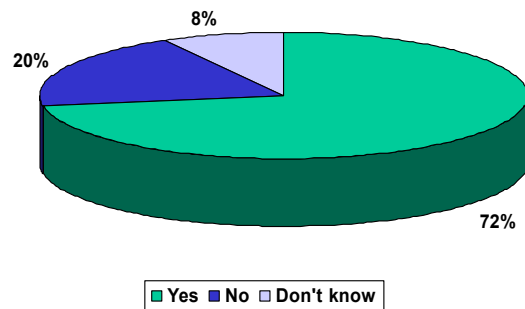


How did you hear about it?

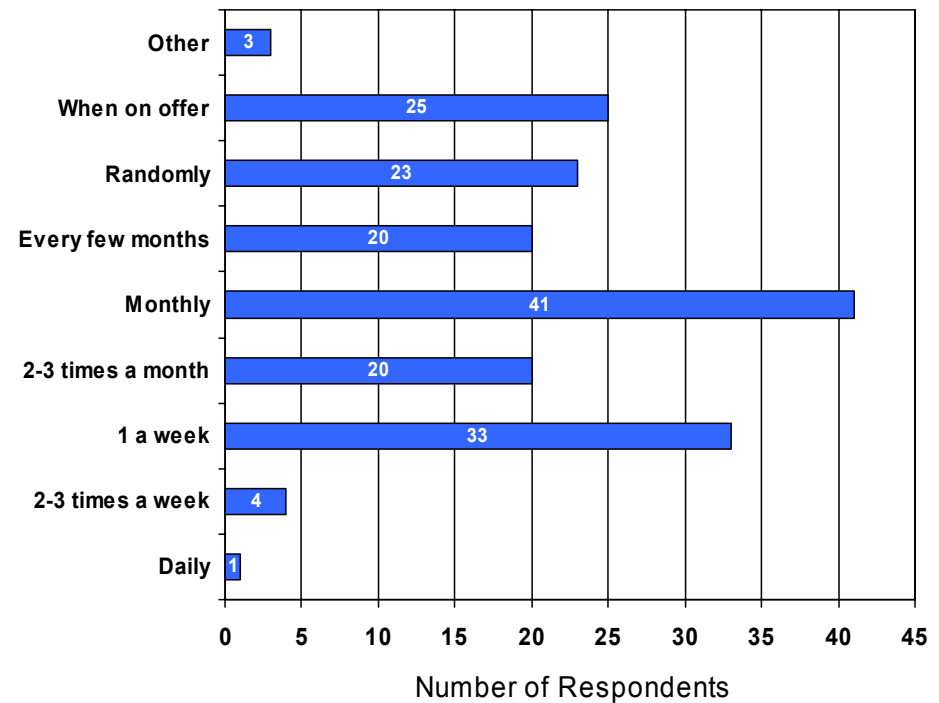


Brand Awareness

Have you ever purchased this brand or product before?

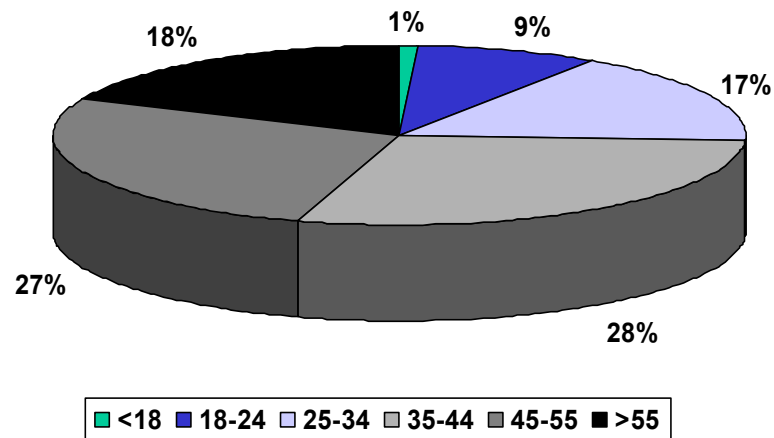


How frequently do you buy this brand or product?

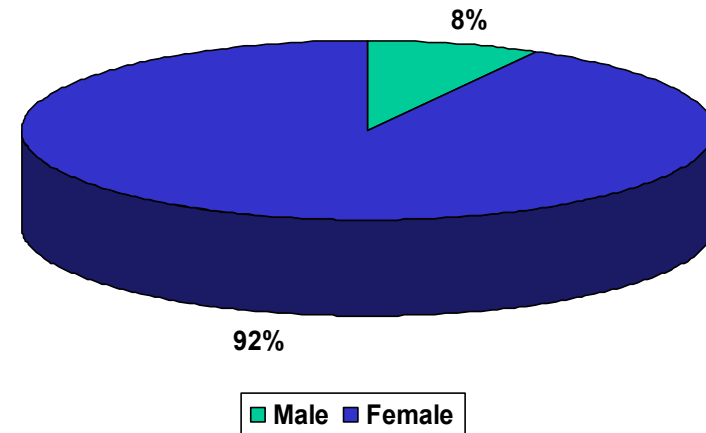


Survey Demographics

Age



Gender



Total number of respondents: 247