National HIV Anti-Discrimination Media Campaign Evaluation

Fieldwork Execution: August 2004
Agenda

⇒ Campaign Objectives
⇒ Research Objectives
⇒ Methodology
⇒ Communication Response Model
⇒ Cognitive Response
  ⇒ Unaided Awareness
  ⇒ Aided Recognition. Advertising Diagnosis
  ⇒ Campaign Viewers’Profile
⇒ Affective Response
  ⇒ Attitudes towards AIDS
  ⇒ Attitudes towards Persons with AIDS
⇒ Media Consumption
⇒ Conclusions
Campaign Objectives

- Lack of knowledge regarding the modes of transmission of HIV/AIDS - primary among the barriers to tolerance and support of people infected and affected.

- Objectives of the campaign - raise awareness on and combat stigma that people infected and affected by HIV/AIDS are facing today in Romania.
Research Objectives

- Evaluate whether the media materials have met the communication objectives;
- Explore:
  - Awareness and degree of recall of the TV ads and printed materials used in the campaign.
  - Awareness and degree of recall of various media used in the campaign (TV, Radio, Press and Outdoor)
  - Recall of content, comprehension and retention of the campaign messages;
  - Reactions to the campaign and appropriateness of execution content and messages;
Research Objectives

- Difference in recall, comprehension and reactions by gender and socio-demographics
- Differences between viewers/ non-viewers of the campaign in terms of reported behavior/attitudes
Methodology

- The sample was nationally representative for the Romanian population aged 30-50, urban and rural

- Sample: 803 respondents

- The sampling methodology - multistage stratified procedure

- Face-to-face interviews carried out between 18 and 26 August 2004
The Communication Response Model

- The Model - based on the premise that an individual response to a communication campaign goes through a series of stages:
  - Cognitive
  - Affective
  - Behavioral

- Correspondence between the stages of the model and the research objectives/areas

<table>
<thead>
<tr>
<th>Stage</th>
<th>Main Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive</td>
<td>Exposure to the Campaign</td>
</tr>
<tr>
<td></td>
<td>Interest Raised</td>
</tr>
<tr>
<td>Affective</td>
<td>Attitudes towards AIDS and persons with AIDS</td>
</tr>
<tr>
<td>Behavioral</td>
<td>-</td>
</tr>
</tbody>
</table>
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High level of unaided advertising awareness

- 60% of the target audience remember having seen/heard a campaign about AIDS

- Higher levels of awareness:
  - North-Western region (83%)
  - Bucharest (74%)

- Higher campaign awareness in urban vs rural area (68% compared to 50%)

Q1. Choose from the following list of items the ones for which you have seen/heard commercials during the past 12 months
Multiple answer, prompted
Base: 803 respondents
Content Recall

- **Content Recall:**
  - **40% of the audience aware of the campaign do not recall any element of it**
  - **Only 36% of them mentioned correct elements:**
    - Characters: Nurse (6%), mother (5%), girl (4%), child/children (4%)
    - Messages: anti-discrimination message (7%), ‘AIDS cannot be transmitted by touch’ (5%)
    - Story: ‘taking care of infected children’ (6%)
  - **39% mentioned incorrect elements:**
    - ‘AIDS’ transmitting modalities’ (9%), to protect against AIDS (8%), condom ad (6%), the girl character is infected with AIDS (4%)

Q5. You mentioned you have seen/heard some advertising on how HIV/AIDS is transmitted and discrimination against persons with HIV/AIDS. Could you please describe the plot of this commercial?

Multiple answer, unprompted

Base: 480 who have seen/heard the campaign in the past 12 months
Message Recall

- 35% of the respondents aware of the campaign correctly recalled the message of the campaign

- 34% mentioned misleading/incorrect messages
  - The most important confusion - with the generic message: ‘to protect against HIV/AIDS’ (23%)

- 31% do not remember any message

Q6. What was the message of this commercial?
Multiple answer, unprompted
Base: 480 respondents who have seen/heard the campaign
Slogan Awareness. Slogan Correct Allocation

- The slogan - ‘Open your eyes, open your heart’ - raised an awareness rate of 45%

- Only 16% of the respondents who have seen/heard/read the slogan correctly associated it with HIV/AIDS

- A high percentage of them - 58% - was not able to indicate the topic advertised by the slogan

- Wrong attributions of the slogan: ‘abandoned/disabled children’ (10%), ‘humanitarian aid’ (7%)

⇒ The slogan risks to convey too generic meanings - it should be made more specific, more clearly linked to the AIDS theme

Q4. What was being advertised in the ad with this slogan? Multiple answer, unprompted, Base: 362 respondents who have heard/seen/read the respective commercial slogans
Unaided Advertising - Overview

<table>
<thead>
<tr>
<th>INDICATORS</th>
<th>%</th>
<th>BASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unaided Advertising Awareness</td>
<td>60%</td>
<td>803 respondents (all respondents)</td>
</tr>
<tr>
<td>Correctly Recalled Elements (Spontaneously)</td>
<td>36%</td>
<td>480 respondents who declare to have seen the campaign</td>
</tr>
<tr>
<td>Correct Message Recall (Spontaneously)</td>
<td>35%</td>
<td>480 respondents who declare to have seen the campaign</td>
</tr>
<tr>
<td>Slogan Awareness ‘Open Your Eyes, Open Your Heart’</td>
<td>45%</td>
<td>803 respondents (all respondents)</td>
</tr>
<tr>
<td>Correct Slogan Attribution</td>
<td>16%</td>
<td>362 respondents who have seen/ heard the commercial slogan</td>
</tr>
</tbody>
</table>
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TVC Diagnosis - Main Performance Indicators
TVC Diagnosis - Main Performance Indicators

- The TV ad was recognized by 49% of the respondents
- Higher recognition in urban than in rural
  - 52% from the urban audience recognized the ad vs. 45% of the rural audience

- **Clarity** - 98% of the respondents considered the TVC clear/ very clear
- **Persuasiveness** - 94% of the respondents perceived the TVC as persuasive/ very persuasive

Q9. (A,B,C) In general, you found this commercial to be:
One answer only, prompted
Base: 390 respondents who remember have seeing the commercial on TV
TVC Diagnosis - Main Performance Indicators

- **Likeability** - 98% of the respondents liked/liked very much the ad
  - Emotional elements had the highest appeal: the message (12%), presence of child/children (9%), parents'/mother’s love for the child (8%), idea of not discriminating persons/children with AIDS (4%)
  - 66% of the ones who remember having seen the ad declares they have no dislikes

=> **TVC’s performance at the main indicators is high**

Q9. (A,B,C) In general, you found this commercial to be:
One answer only, prompted
Base: 390 respondents who remember have seeing the commercial on TV
High level of message retention

- 67% of the respondents who recognized the TVC indicated correct messages of the ad

- Mostly mentioned messages:
  - ‘AIDS cannot be transmitted by touch’ - 22%
  - ‘AIDS cannot be transmitted by kiss’ - 15%
  - Anti-discrimination message - 15%

Q8. What was the message of this commercial?
Multiple answer, unprompted
Base: 390 respondents who remember have seeing the ad on TV
Print Ads - ‘The Toilet’ had the highest recognition

Q12. Do you remember seeing this poster?
One answer only, unprompted
Base: 803 respondents

<table>
<thead>
<tr>
<th>Print Ad</th>
<th>% Base 803</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘The Toilet’</td>
<td>41%</td>
</tr>
<tr>
<td>‘The Kiss’</td>
<td>25%</td>
</tr>
<tr>
<td>‘Hands’</td>
<td>23%</td>
</tr>
<tr>
<td>‘Collagex4 pictures’</td>
<td>21%</td>
</tr>
<tr>
<td>‘The Door Handle’</td>
<td>18%</td>
</tr>
</tbody>
</table>
Most of the print ads managed to convey correct messages

‘The Hands’

70%

‘AIDS cannot be transmitted by touch’

Q13. What was the message of this poster?
Multiple answer, unprompted
Base: 182 respondents who remember seeing the poster 1 – ‘Hands’
Most of the print ads managed to convey correct messages

‘The Kiss’

68%

‘AIDS cannot be transmitted by kiss’

Q13. What was the message of this poster?
Multiple answer, unprompted
Base: 204 respondents who remember seeing the poster 1 – ‘Collage x 4Pictures’
Most of the print ads managed to convey correct messages

‘The Door Handle’

55%

‘AIDS cannot be transmitted by touching an infected person’s object’

Q13. What was the message of this poster?
Multiple answer, unprompted
Base: 145 respondents who remember seeing the poster 1 – ‘Door Handle’
‘The Toilet’ - lower levels of correct messaging

‘The Toilet’

47%

‘AIDS cannot be transmitted by using the same toilet seat as an infected person’

➢ Still, 19% made a confusion - associated the ad with a toilet cleaning product

Q13. What was the message of this poster?
Multiple answer, unprompted
Base: 331 respondents who remember seeing the poster 1 – ‘The Toilet’
Most of the print ads managed to convey correct messages

Q13. What was the message of this poster?
Multiple answer, unprompted
Base: 171 respondents who remember seeing the poster 1 – ‘Collage x 4Pictures’

- 21% ‘AIDS cannot be transmitted by touching an infected person’s object’
- 22% ‘AIDS cannot be transmitted by kiss’
- 18% ‘AIDS cannot be transmitted by using the same toilet seat as an infected person’
- 18% ‘AIDS cannot be transmitted by touch’
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Campaign Viewers’ Profile - Demographic

- 65% of the target audience are campaign viewers

- Viewers’ profile compared to non-viewers:
  - More women, aged 30-40 with kids
  - More live in the North-Western region and Bucharest
  - Have a higher standard of living (ownership of durable goods, mobile/ fix phones)
  - More active attitude towards informing about health
  - More intensive media consumers:
    - Higher consumption frequency than non-viewers of: TV, newspapers, magazines
    - TV: more viewers of PRO TV, ANTENA 1, ACASA
Campaign Non Viewers’ Profile - Demographic

- The non-viewers compared with the viewers are:
  - More men aged 41-50
  - More live in the South region of the country
  - More unskilled workers and less educated employees
  - Have a lower standard of living (ownership of durable goods, mobile/fix phones)

- Media consumption:
  - Lower TV watching frequency
  - Less readers of newspapers or magazines
  - More viewers of TVR 1
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Most of the target audience acknowledges the incurable characteristic of AIDS

Q15. What is AIDS in your opinion?  
Multiple answer, unprompted  
Base: 803 respondents

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
<th>Base 803</th>
</tr>
</thead>
<tbody>
<tr>
<td>An incurable disease</td>
<td>39%</td>
<td>803</td>
</tr>
<tr>
<td>Severe disease</td>
<td>22%</td>
<td>803</td>
</tr>
<tr>
<td>A disease</td>
<td>14%</td>
<td>803</td>
</tr>
<tr>
<td>Transmissible disease</td>
<td>11%</td>
<td>803</td>
</tr>
<tr>
<td>Can be transmitted by sexual intercourse</td>
<td>8%</td>
<td>803</td>
</tr>
<tr>
<td>Affects the immunity system</td>
<td>4%</td>
<td>803</td>
</tr>
<tr>
<td>Can be transmitted by contact with infected blood/syringes</td>
<td>3%</td>
<td>803</td>
</tr>
<tr>
<td>I do not know</td>
<td>1%</td>
<td>803</td>
</tr>
</tbody>
</table>
People are less knowledgeable about HIV

Q15. What is HIV in your opinion?  
Multiple answer, unprompted  
Base: 803 respondents

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A virus/ microbe causing AIDS</td>
<td>27%</td>
</tr>
<tr>
<td>A virus/ microbe</td>
<td>19%</td>
</tr>
<tr>
<td>The same with AIDS</td>
<td>18%</td>
</tr>
<tr>
<td>I don't know</td>
<td>13%</td>
</tr>
<tr>
<td>A disease</td>
<td>5%</td>
</tr>
<tr>
<td>A deadly/ dangerous virus/ microbe</td>
<td>3%</td>
</tr>
<tr>
<td>Affects the immunity system</td>
<td>3%</td>
</tr>
<tr>
<td>Incurable disease</td>
<td>3%</td>
</tr>
</tbody>
</table>

➢ By residential area, more respondents in rural (20%) do not know what HIV is as compared to urban (7%)
TV is the most important source of information regarding HIV/ AIDS

Q16. Where did you hear about HIV/ AIDS for the first time?
Multiple answer, unprompted
Base: 803 respondents

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>From TV</td>
<td>70%</td>
</tr>
<tr>
<td>From newspapers, magazines</td>
<td>27%</td>
</tr>
<tr>
<td>From the radio</td>
<td>20%</td>
</tr>
<tr>
<td>From doctors</td>
<td>18%</td>
</tr>
<tr>
<td>From friends, relatives, neighbors</td>
<td>14%</td>
</tr>
<tr>
<td>From school</td>
<td>12%</td>
</tr>
<tr>
<td>I don’t remember</td>
<td>12%</td>
</tr>
<tr>
<td>From nurses</td>
<td>8%</td>
</tr>
<tr>
<td>You had cases in your family, among acquaintances</td>
<td>3%</td>
</tr>
</tbody>
</table>
AIDS transmitting modalities

Q18. How can HIV/AIDS be transmitted?
Multiple answer, prompted
Base: 795 respondents who declared that AIDS can be transmitted or who said that do not know

<table>
<thead>
<tr>
<th>AIDS Transmitting Modalities</th>
<th>Responses Vs Reality</th>
<th>% Base 795</th>
</tr>
</thead>
<tbody>
<tr>
<td>By having sex with an infected person without using a condom</td>
<td>Yes</td>
<td>99%</td>
</tr>
<tr>
<td>Trough infected blood transfusion</td>
<td>Yes</td>
<td>98%</td>
</tr>
<tr>
<td>By using the same syringe as an infected person</td>
<td>Yes</td>
<td>97%</td>
</tr>
<tr>
<td>From infected mother to child, at birth</td>
<td>Yes</td>
<td>92%</td>
</tr>
<tr>
<td>By being in the same room with an infected person</td>
<td>No</td>
<td>88%</td>
</tr>
<tr>
<td>By touching an infected person</td>
<td>No</td>
<td>86%</td>
</tr>
<tr>
<td>By using the same objects as an infected person</td>
<td>No</td>
<td>72%</td>
</tr>
<tr>
<td>By using the same toilet seat as an infected person</td>
<td>No</td>
<td>72%</td>
</tr>
<tr>
<td>By kissing an infected person</td>
<td>No</td>
<td>57%</td>
</tr>
<tr>
<td>Through insect byte</td>
<td>No</td>
<td>40%</td>
</tr>
</tbody>
</table>
Certain misperceptions exist in respect to the transmitting modalities of AIDS

- Incorrect perceptions exist especially among non-viewers of the campaign
- Men are less knowledgeable about AIDS correct transmitting modalities
- In the North East region - more do not know or have incorrect perceptions of the AIDS transmitting modalities

Q18. How can HIV/ AIDS be transmitted?
Multiple answer, prompted
Base: 795 respondents who declared that AIDS can be transmitted or who said that do not know
More misperceptions about AIDS transmitting modalities in North East

Q18. How can HIV/ AIDS be transmitted?
Multiple answer, prompted
Base: 795 respondents who declared that AIDS can be transmitted or who said that do not know whether AIDS can be transmitted or not

<table>
<thead>
<tr>
<th>Method of Transmission</th>
<th>Overall</th>
<th>North East (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>By being in the same room with an infected person</td>
<td>Does not know</td>
<td>6%</td>
</tr>
<tr>
<td>By touching an infected person</td>
<td>Does not know</td>
<td>6%</td>
</tr>
<tr>
<td>By using the same object as an infected person</td>
<td>Yes</td>
<td>18%</td>
</tr>
<tr>
<td>By kissing an infected person</td>
<td>Yes</td>
<td>34%</td>
</tr>
<tr>
<td>Through infected blood transfusion</td>
<td>Does not know</td>
<td>2%</td>
</tr>
<tr>
<td>By using the same syringe with an infected person</td>
<td>Does not know</td>
<td>2%</td>
</tr>
</tbody>
</table>
Protection Modalities

Q22. What do you do in order to protect yourself from getting HIV/ AIDS?
Multiple answer, unprompted
Base: 803 respondents

<table>
<thead>
<tr>
<th>Protection Measure</th>
<th>Total Base 803</th>
</tr>
</thead>
<tbody>
<tr>
<td>I check if nurse is using sterile/ one-use-only needle</td>
<td>43%</td>
</tr>
<tr>
<td>I use a condom each time when I have sex</td>
<td>36%</td>
</tr>
<tr>
<td>I check that dentists’ tools are sterile</td>
<td>24%</td>
</tr>
<tr>
<td>Don’t know/No answer</td>
<td>24%</td>
</tr>
<tr>
<td>I check that manicure tools are sterile</td>
<td>18%</td>
</tr>
<tr>
<td>I am not protecting myself of getting AIDS</td>
<td>10%</td>
</tr>
<tr>
<td>I have a stable sexual relationship/no sexual relation with unknown persons</td>
<td>7%</td>
</tr>
</tbody>
</table>

>A higher percentage in the North Eastern region (24%) does not protect themselves against AIDS.
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Attitudes towards persons with AIDS

- 73% agrees that a colleague infected with AIDS should be allowed to come at work
  - More in urban than in rural area (79% vs. 67%)

- 77% declares they would visit at home a colleague who has AIDS

- 77% declares they would look after a family member who has AIDS

- 43% would keep secret from close friends and relatives if one of their family members has AIDS

Q27. Please answer with yes or no to the following questions:
One answer only, unprompted
Base: 803 respondents
Attitudes towards children with AIDS

- 69% declares that if one of their child’s colleagues at school is infected with HIV or has AIDS s/he should be allowed to come to school
- 61% would allow their child to play with a child with AIDS
- 65% would allow their child to visit at home his/ her colleague who has AIDS

Q29. Please answer with yes or no to the following questions:
One answer only, unprompted
Base: 622 respondents who have children
Non-viewers are less tolerant than viewers

- More non-viewers than viewers:
  - Declared that a colleague infected with AIDS should not be allowed to come at work (27% of the non-viewers vs. 13% of the viewers)
  - Would not visit a colleague who has AIDS at home (23% of the non-viewers vs. 8% of the viewers)
  - Would not look after a family member who has AIDS (18% of the non-viewers vs. 7% of the viewers)

Q27. Please answer with yes or no to the following questions:
One answer only, unprompted
Base: 803 respondents
Non-viewers are less tolerant than viewers

- More non-viewers than viewers declare that:
  - If one of their children’s colleagues is infected with HIV or has AIDS, s/he should not be allowed to come to school (35% of the viewers vs. 14% of the non-viewers)
  - They would not allow their child to visit at home his/her colleague who has AIDS (36% of the viewers vs. 18% of the non-viewers)

Q29. Please answer with yes or no to the following questions:
One answer only, unprompted
Base: 622 respondents who have children
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Media Consumption - TV Viewing frequency and most often watched stations

- **Most (80%) of the target watches TV daily**

- **Most watched TV stations:**
  - PRO TV - 74%
  - ANTENA 1 - 64%
  - TVR 1 - 39%

Q32. How often do you watch TV?
One answer only, prompted
Base: 786 respondents who watch TV at least once a month

Q33. Name three TV stations you watch most often?
Multiple answer, unprompted
Base: 796 respondents who watch TV at least once a month
Media Consumption - Regional differences in TV viewing

- Inhabitants of North Eastern region and rural area watch TV more rarely than the others

- PRO TV
  - more watched by urban than rural inhabitants (79% vs. 68%); also Antena 1 (68% in urban vs. 60% in rural)
  - more watched in the Central region than in the rest of the country (90%)

- TVR 1
  - more watched by rural than urban inhabitants (55% vs. 25%)
  - more watched in the North-Eastern region (50%)

Q33. Name three TV stations you watch most often?
Multiple answer, unprompted
Base: 796 respondents who watch TV at least once a month
Media Consumption - Newspapers Readership Frequency

- 23% of the audience reads newspapers daily
- 22% read newspapers 2-3 times a week
- 13% read newspapers less than once a month
- 16% never read newspapers

Q34. How often do you read newspapers?
Multiple answer, unprompted
Base: 803 respondents
Media Consumption - Most often read newspapers

Q35. Name three newspapers you read most often?
Multiple answer, unprompted
Base: 576 respondents who read newspapers at least once a month

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total Base 576</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other local newspaper*</td>
<td>41%</td>
</tr>
<tr>
<td>Libertatea</td>
<td>33%</td>
</tr>
<tr>
<td>Adevarul</td>
<td>23%</td>
</tr>
<tr>
<td>Jurnalul National</td>
<td>20%</td>
</tr>
<tr>
<td>Evenimentul zilei</td>
<td>16%</td>
</tr>
</tbody>
</table>

* Includes local publications mentioned by less than 1% of the respondents
Urban residents read newspapers more frequently than rural ones

By region, more respondents who read less newspapers live in the North East and South West

Q34. How often do you read newspapers?
Multiple answer, unprompted
Base: 803 respondents
Media Consumption - Magazines readership frequency

- 48% reads magazines at least once a month
- 42% of the audience never reads magazines

Q36. How often do you read magazines?
One answer only, prompted
Base: 803 respondents
Q37. Name three magazines you read most often?
*Multiple answer, unprompted*
*Base: 563 respondents who read magazines*

<table>
<thead>
<tr>
<th>Magazine</th>
<th>% Base 563</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formula As</td>
<td>20%</td>
</tr>
<tr>
<td>Femeia</td>
<td>13%</td>
</tr>
<tr>
<td>Ioana</td>
<td>13%</td>
</tr>
<tr>
<td>Unica</td>
<td>10%</td>
</tr>
</tbody>
</table>
Media Consumption - Regional differences in magazines readership frequency

- More respondents who never read magazines live in:
  - South region (52%)
  - South-West (54%)

Q36. How often do you read magazines?
One answer only, prompted
Base: 803 respondents
Media Consumption - Radio listening frequency

- 48% of the target listens daily to the radio
- 13% never listens to the radio
- The other 39% listens to the radio with different frequencies

Q38. How often do you listen to the radio?
One answer only, prompted
Base: 803 respondents
Q39. Name three radio stations you listen to most often?
Multiple answer, unprompted
Base: 622 respondents who listen to the radio at least once a month

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europa FM</td>
<td>35%</td>
</tr>
<tr>
<td>Kiss FM</td>
<td>34%</td>
</tr>
<tr>
<td>Pro FM</td>
<td>31%</td>
</tr>
<tr>
<td>Radio Romania Actualitati</td>
<td>28%</td>
</tr>
<tr>
<td>Radio 21</td>
<td>13%</td>
</tr>
</tbody>
</table>
Media Consumption - Regional differences in radio listening

- Central residents listen more frequently to the radio
- Low listening frequencies in South West and South East
- Europa FM and Kiss FM are more listened in the urban than in rural (39% vs. 29% respectively per each station)
- More rural inhabitants (36%) listen to Radio Romania Actualitati than urban inhabitants (21%)

Q38. How often do you listen to the radio?
One answer only, prompted
Base: 803 respondents
Regional Key Findings

- Higher percentage of Etno TV viewers
- More TVR 1 viewers
- More listeners to Radio Romania Actualitati
- Higher percentage of PRO TV viewers
- More readers of newspapers and magazines
- Less TV viewers
- More readers of newspapers and magazines
- Less readers of magazines and newspapers
- Less radio listeners
- Less readers of magazines
Agenda

⇒ Campaign Objectives
⇒ Research Objectives
⇒ Methodology
⇒ Communication Response Model
⇒ Cognitive Response
  ⇒ Unaided Awareness
  ⇒ Campaign Viewers’ Profile
  ⇒ Aided Recognition. Advertising Diagnosis
⇒ Affective Response
  ⇒ Attitudes towards AIDS
  ⇒ Attitudes towards Persons with AIDS
⇒ Media Consumption
⇒ Conclusions
Regional Key Findings

Higher advertising awareness
Higher slogan awareness
More active in getting informed about health

Less knowledgeable about AIDS transmitting modalities
Less tolerant attitude

Higher degree of association of the slogan with HIV/AIDS theme
More numerous campaign elements recalled

Less knowledgeable about modalities of transmission
Less active in getting informed about health

Higher advertising awareness
More campaign viewers live in Bucharest

Bucharest
Conclusions and Recommendations

- Campaign’s Performance

<table>
<thead>
<tr>
<th>SUCCESSFUL AREAS</th>
<th>AREAS FOR IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>High level of unaided awareness</td>
<td>Unclear link between the slogan – ‘Open your eyes, open your heart’ – and anti-discrimination campaign</td>
</tr>
<tr>
<td>TVC:</td>
<td>‘The Toilet’, and the TVC - some misleading elements</td>
</tr>
<tr>
<td>• High performance on the main indicators (likeability, clarity, persuasiveness). The emotional elements of the execution had the highest appeal.</td>
<td></td>
</tr>
<tr>
<td>• High correct message identification</td>
<td>Campaign less visible among:</td>
</tr>
<tr>
<td>Print ads – managed to convey correct messages to most of the persons who recognized them</td>
<td>• Men, older persons (41-50), with a lower standard of living, low education, not interested in informing about health</td>
</tr>
</tbody>
</table>
Conclusions and Recommendations

**FURTHER ACTIONABLE POINTS**

Maintain the emotional note in the TVC – it has generated a high level of likeability

Pre-test the further executions of the campaign in terms of:
- Ability to be memorable
- Ability to generate the link to the campaign
- Ability to communicate the intended messages to the audience
- Ability to generate the intended attitudes
- Avoid confusions of the advertising executions

Refine the slogan – by rendering it more specific, in order to link it more straightforwardly to the campaign’s theme

Focus more on the North East by relying on:
- TVR1 and Radio Romania Actualitati
- Other targeting measures - one-on-one education addressing intolerant attitude, non-transmitting as well as transmitting modalities of AIDS
Conclusions and Recommendations

FURTHER ACTIONABLE POINTS

- Other regions which should be given special attention:
  - South West (less knowledgeable about AIDS transmitting modalities and more intolerant)
  - Rural area (less knowledgeable about AIDS transmitting modalities)
  - Rely also on one-on-on education
  - TVR1 and Radio Romania Actualitati in rural
Thank you for your attention