

Talon T5 First Class Tunnel Campaign Measurement

1. Background & Purpose

Talon, an out-of-home campaign company, is currently running a campaign for Jaguar Land Rover (JLR) that is being displayed in the Terminal 5 corridor leading to the British Airways First Class Lounge. The point of this project is to gather data that can help evaluate the effectiveness of the campaign on passengers' car brand awareness.

The survey is relatively short and straightforward, and only contains 17 questions in total. One important thing to point out is that in the survey the respondents are asked to watch a short 15 second video advertisement for Jaguar Land Rover. From an interviewer perspective it is important to note that you cannot proceed to the next question in the survey before the video is over.

The project will be running in two separate waves, with 10 shifts in each terminal for each wave. The first wave will be beginning on Monday the 17th, and as such will contain a total of 20 shifts.

2. Approach

2.1 The 'experimental' setup

In order to assess the impact of the campaign, the fieldwork will be conducted in two terminals: Terminal 5, where the campaign is being run, and Terminal 3 which will serve as a 'control' terminal.

Because the campaign will only be running in Terminal 5, and not in Terminal 3, this project will have an 'experimental' setup. This means that we want gather data to see if the passengers in Terminal 5, who will be passing by the campaign when walking through the corridor leading to the British Airways First Class lounge, have a different brand perception/awareness than the passengers in Terminal 3, who will not be seeing any advertisement. Terminal 5 thereby act as a 'treatment' terminal, and Terminal 3 as a 'control' terminal.

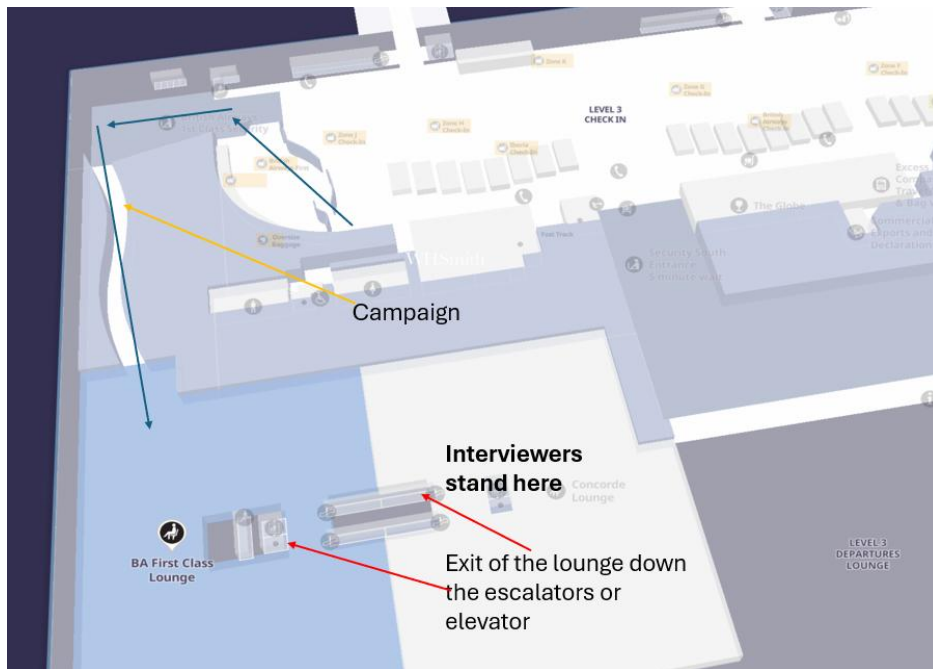
Because the aim of this experimental setup is to try and isolate the 'effect' of the campaign on the passengers' brand awareness/perception in Terminal 5, it is important that we do not interfere with the passengers' perception/awareness (other than by asking the questions stated in the survey). This means that interviewers, both those conducting interviews in T5 and T3, should not be asking the passengers if they have seen the campaign.

2.2 Location

The JLR campaign in Terminal 5 is located in the corridor leading to the British Airways First Class lounge. Interviewers stationed in Terminal 5 will have to recruit respondents when they are using the elevator or the escalators to exit the lounge area. Please do be aware, that the interviewers should keep some distance to the elevators and escalators so as not to be too upfront for the passengers when these leave the lounge.

See the maps below for further detail of where the interviewers should be recruiting passengers.

Terminal 5



Terminal 3

The interviewers conducting interviews in Terminal 3 will also be stationed at the exit of the British Airways First Class lounge. See the map below. Again, we need to be aware of keeping sufficient space at the lifts/escalators so as not to be too upfront when approaching the passengers.

