

SunSmart Adtests: Melanoma versus Scar

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SunSmart Adtest: Melanoma versus Scar

1 Introduction

SunSmart has recognized that despite increased community awareness of the dangers of sun-exposure, young Australians remain less likely to engage in sun protection behaviour than their elders. This is a particular problem because excessive exposure to the sun in childhood and adolescence is a major risk factor for developing skin cancer later in life. Coupled with this is the observation that the desire for tanned skin is increasing in this age group.¹

As such, SunSmart instigated the development of a new campaign targeted at the 17 to 25 year age group with the objective to improve their sun protection behaviours. The aim has been to achieve this goal through the communication of the following key issues:

- There is no such thing as a safe tan;
- Building up a tan without burning will increase the risk of skin cancer and skin ageing;
- It can take as little as fifteen minutes to burn;
- Tanning prematurely ages the skin; and
- Sunscreen is the last form of defence.

In order to assist in the development of suitable advertisement concepts, Market Access Consulting and Research Pty Ltd was commissioned by SunSmart to conduct a series of focus groups with 18 to 20 year olds to explore several potential advertisement concepts. This resulted in a recommendation to further develop the “Little Sun (Tattoo)” concept.²

Two variants of this concept, “Melanoma” and “Scar”, were developed for further adtesting and the Centre for Behavioural Research in Cancer Control (CBRCC) at Curtin University of Technology was then appointed to conduct adtests with the goal

¹ M. Murphy (2003) *Evaluation of TVC Concepts for 2003-04 Campaign: Summary Report*. Melbourne: Market Access Consulting and Research Pty Ltd.

² *Ibid.*

of determining their comparative effectiveness. The present report outlines the methodology and results of this undertaking.

2 Methodology

2.1 Subjects

A total of 364 participants was recruited via intercept interviews in the main shopping district of central Perth. Stratified sampling quotas were set with participants being sought between the ages of 14 and 35 years, with over-sampling for the 18 to 24 year age group. The final sample is outlined in Table 1 below.

Table 1: Sample Characteristics

Age Group	Male	Female	Total
14 to 17 years	41	39	80
18 to 24 years	100	103	203
25 to 35 years	40	41	81
Total	181	183	364

2.2 Materials

Video recordings of the two concept advertisements were produced and followed an animatic format (i.e. storyboards with a series of still images accompanied by voice-overs). The two concept advertisements depicted a Celtic-style tattoo of the sun at the base of the spine of a young woman who was wearing a mid-drift top and low-cut (hipster) jeans. The tattoo became animated and rose up the small of the woman's back and across to her stomach, leaving a trail of reddish tanned skin in its wake, before "setting" near her left hip at the front of her jeans. In one variant of the concept advertisement a melanoma formed in the path of the tattoo and began to grow (Melanoma). In the other variant a melanoma formed but was then replaced with a large scar resulting from an excision (Scar). Both variants were accompanied by a voice-over that stated that there is "no such thing as a safe tan", "it only takes a short time for skin to suffer irreversible damage", and "exposure to the sun can lead to unsightly wrinkles, discolouration, cancerous melanomas and even scarring from skin cancer removal".

In order to assess and compare the effectiveness of the two concept advertisements, a questionnaire was constructed with 41 items. These included three demographic items, seven open-ended items and 31 close-ended items. The close-ended items asked participants to respond along a mixture of three, four and five-point scales. The questionnaire incorporated a series of measures previously used by Market Access Consulting to assess the first series of concept advertisements, and several other measures commonly used in commercial and health communication copy testing.^{3,4}

2.3 Procedure

Professional interviewers recruited participants in the central shopping district of the city of Perth. Participants were approached by the interviewers who introduced themselves as being from Curtin University conducting research on people's opinions about health issues. The interviewers asked to have a few minutes of the person's time. Those who agreed were initially asked "Did you get sun-burnt last summer?" Only those stating that they had been sun-burnt were recruited for the adtests. Participants were then screened to ensure that they did not work within the medical or health industries and that they were between the ages of 14 and 35 years. Successfully screened participants were invited to accompany the interviewer to an adtest room located nearby and were shown a video recording of one of the two concept advertisements twice. They were then asked a series of items from the questionnaire administered by the interviewer. After the completion of the questionnaire, participants were debriefed and thanked.

³ Donovan, R.J., Leivers, S. & Hannaby, L. (1999) Smokers' Responses to Anti-Smoking Advertisements by Stage of Change. *Social Marketing Quarterly*, 5(2), 56-65.

⁴ Donovan, R.J., Jalleh, G. & Henley, N. (1999) Executing Effective Road Safety Advertising: Are Big Production Budgets Necessary. *Accident Analysis and Prevention*, 31, 243-252.

3. Results

3.1 Thoughts and Feelings elicited by *Scar* and *Melanoma*

Participants were initially asked to recall all the thoughts and feelings going through their minds as they watched the advertisements. All responses were recorded in an open-ended manner and later categorised into comments about the main message, execution and feelings elicited by the advertisements. Raters then classified these comments into either positive, negative or neutral statements for each category. Results are summarised in Table 2 below.

Table 2: Attitude towards the Messages in *Scar* and *Melanoma*

	Comment	Advertisement		Total
		<i>Scar</i>	<i>Melanoma</i>	
<u>Main Message</u>	positive	44.5%	36.3%	40.4%
	negative	2.2%	3.8%	3.0%
	neutral or none	53.3%	59.9%	56.6%
	<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>
<u>Execution</u>	positive	42.9%	34.6%	38.7%
	negative	23.1%	26.4%	24.7%
	neutral or none	34.1%	39.0%	36.5%
	<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>

Both advertisements elicited a large number of positive comments and very few negative comments about the messages contained within *Scar* and *Melanoma*, suggesting that the messages were widely accepted. There were more favourable comments of the main message elicited by *Scar* in comparison to *Melanoma*, but this difference failed to achieve statistical significance.⁵

There were a larger number of positive comments made about the execution of each advertisement than made negative comments. *Scar* received more positive comments and fewer negative comments about its execution than *Melanoma*, but this difference

⁵ $\chi^2(2)=3.048; p=.218$.

was not statistically different.⁶ An analysis by age group revealed that 14 to 17 year olds had significantly fewer negative comments and 25 to 35 year olds had fewer positive comments about the execution of either advertisement.⁷ The execution of *Scar* was therefore marginally favoured over *Melanoma*, and each was favoured more so by younger rather than older respondents.

3.2 Attitudes and emotional responses to *Scar* and *Melanoma*

Participants were read a series of statements in regards to the concept advertisement they had just viewed and asked to what extent they agreed or disagreed with each statement. Responses were recorded along a five-point scale from “strongly agree”, to “agree”, “neither agree nor disagree”, “disagree” or “strongly disagree”. Results are outlined in Table 3 below.

Table 3: Agreement with statements regarding each concept advertisement

<i>This advertisement...</i>		Strongly Agree or Agree	Neither Agree nor Disagree	Disagree or Strongly Disagree	TOTAL
...was clear	SCAR	87.4%	7.1%	5.5%	100.0%
	MELANOMA	88.5%	3.8%	7.7%	100.0%
...had a message that was important to me**	SCAR	91.2%	6.6%	2.2%	100.0%
	MELANOMA	87.9%	9.9%	2.2%	100.0%
...said things that were hard to believe	SCAR	13.2%	7.7%	79.1%	100.0%
	MELANOMA	13.7%	6.0%	80.2%	100.0%
...made me stop and think	SCAR	71.4%	19.8%	8.8%	100.0%
	MELANOMA	66.3%	21.0%	12.7%	100.0%
...made me curious to know if what the ad says is true	SCAR	32.4%	28.0%	39.6%	100.0%
	MELANOMA	36.8%	30.2%	33.0%	100.0%
...is one that I would talk to other people about	SCAR	48.9%	16.5%	34.6%	100.0%
	MELANOMA	43.4%	18.7%	37.9%	100.0%
...told me something new	SCAR	29.7%	13.2%	57.1%	100.0%
	MELANOMA	27.5%	15.4%	57.1%	100.0%

Table 3 continued overleaf...

⁶ $\chi^2(2)=2.605; p=.272.$

⁷ $\chi^2(2)=14.066; p<.01.$

Table 3 continued...

		Strongly Agree or Agree	Neither Agree nor Disagree	Disagree or Strongly Disagree	TOTAL
...talked down to me	SCAR	19.9%	24.9%	55.2%	100.0%
	MELANOMA	17.6%	16.5%	65.9%	100.0%
...was disgusting**	SCAR	11.0%	13.7%	75.3%	100.0%
	MELANOMA	12.2%	21.0%	66.9%	100.0%
<i>This advertisement made me feel...</i>					
...anxious	SCAR	19.9%	24.9%	55.2%	100.0%
	MELANOMA	17.6%	16.5%	65.9%	100.0%
...amused	SCAR	11.0%	13.7%	75.3%	100.0%
	MELANOMA	12.2%	21.0%	66.9%	100.0%
...revolted***	SCAR	12.1%	31.3%	68.7%	100.0%
	MELANOMA	2.7%	7.7%	89.6%	100.0%
...interested	SCAR	63.7%	23.1%	13.2%	100.0%
	MELANOMA	56.6%	26.9%	16.5%	100.0%
...surprised	SCAR	28.6%	24.2%	47.3%	100.0%
	MELANOMA	23.6%	25.3%	51.1%	100.0%
...annoyed	SCAR	5.5%	18.7%	75.8%	100.0%
	MELANOMA	8.8%	14.8%	76.4%	100.0%
<i>This advertisement was...</i>					
...funny	SCAR	3.3%	3.3%	93.4%	100.0%
	MELANOMA	2.2%	7.1%	90.7%	100.0%
...powerful**	SCAR	71.4%	17.0%	11.5%	100.0%
	MELANOMA	56.6%	22.0%	21.4%	100.0%
...boring	SCAR	17.6%	30.8%	51.6%	100.0%
	MELANOMA	22.5%	25.3%	52.2%	100.0%
...emotional	SCAR	22.5%	28.6%	48.9%	100.0%
	MELANOMA	15.9%	29.1%	54.9%	100.0%
...silly	SCAR	3.3%	8.8%	87.9%	100.0%
	MELANOMA	3.8%	8.2%	87.9%	100.0%

** $p < .01$

*** $p < .001$

A large majority of participants either ‘agreed’ or ‘strongly agreed’ that *Scar* and *Melanoma* were clear, contained an important message and were thought provoking. A similarly large proportion either ‘disagreed’ or ‘strongly disagreed’ that either concept advertisement was hard to believe, funny, silly, disgusting or annoying. A majority of respondents also ‘disagreed’ or ‘strongly disagreed’ that *Scar* and *Melanoma* were boring, talked down to their audiences, but also ‘disagreed’ or ‘strongly disagreed’ that either made them anxious or told them something new. Although both concept advertisements performed well, a significantly higher proportion of respondents thought that *Scar* contained a message that was important to them,⁸ was powerful,⁹ and made them feel revolted,¹⁰ but a lower proportion stated the advertisement was disgusting.¹¹

There were some significant main effects of age with the 14 to 17 year age group being significantly more likely than the other age groups to state that the advertisements said things that were hard to believe,¹² made them stop and think,¹³ made them curious to know if the things said were true,¹⁴ told them something new,¹⁵ talked down to them,¹⁶ were disgusting,¹⁷ made them feel revolted,¹⁸ made them feel surprised,¹⁹ and made them feel annoyed.²⁰ This suggests that respondents in the 14 to 17 year age group were least knowledgeable and/or most sceptical about the risks of sun exposure. There were no significant interactions between age and advertisement suggesting that the distinct effects on the younger age group could not be attributed to one advertisement over the other.

⁸ $F(1)=9.235; p<.01$

⁹ $F(1)=9.538; p<.01$

¹⁰ $F(1)=16.495; p<.001$

¹¹ $F(1)=11.058; p<.01$

¹² $F(1)=13.673; p<.001$. Tukey HSD: 18-24 years - ($I-J$)=.67; $p<.001$. 25-35 years - ($I-J$)=.56; $p<.001$.

¹³ $F(1)=3.303; p<.05$. Tukey HSD: 18-24 years - ($I-J$)=.31; $p<.05$.

¹⁴ $F(1)=8.202; p<.001$. Tukey HSD: 18-24 years - ($I-J$)=.53; $p<.001$. 25-35 years - ($I-J$)=.55; $p<.01$.

¹⁵ $F(1)=9.953; p<.001$. Tukey HSD: 18-24 years - ($I-J$)=.69; $p<.001$. 25-35 years - ($I-J$)=.69; $p<.001$.

¹⁶ $F(1)=5.238; p<.01$. Tukey HSD: 18-24 years - ($I-J$)=.52; $p<.01$. 25-35 years - ($I-J$)=.59; $p<.05$.

¹⁷ $F(1)=11.058; p<.001$. Tukey HSD: 18-24 years - ($I-J$)=.47; $p<.001$. 25-35 years - ($I-J$)=.56; $p<.001$.

¹⁸ $F(1)=4.503; p<.05$. Tukey HSD: 18-24 years - ($I-J$)=.29; $p<.05$. 25-35 years - ($I-J$)=.34; $p<.05$.

¹⁹ $F(1)=8.185; p<.001$. Tukey HSD: 18-24 years - ($I-J$)=.51; $p<.001$. 25-35 years - ($I-J$)=.55; $p<.001$.

²⁰ $F(1)=7.554; p<.01$. Tukey HSD: 18-24 years - ($I-J$)=.42; $p<.001$. 25-35 years - ($I-J$)=.39; $p<.01$.

3.3 Change in sun-exposure risk perceptions

Participants were asked to rate how much more or less risky than they previously thought sun exposure was, as a result of watching *Scar* or *Melanoma*, along a five-point scale from “much more risky”, to “more risky”, “about the same”, “less risky” or “much less risky”. Results are displayed in Table 4 below.

Table 4: Rated change in sun exposure risk perceptions

CONCEPT ADVERTISEMENT	more risky or much more risky	about the same	less risky or much less risky	Total
<i>Scar</i>	41.7%	58.2%	0.0%	100.0%
<i>Melanoma</i>	42.6%	56.4%	1.1%	100.0%

A majority of respondents who viewed *Scar* and *Melanoma* rated their risk perceptions as ‘about the same’ after seeing either of the concept advertisements. There was no difference observed between the two advertisements.²¹ However there was a main effect of age upon participant ratings with 14 to 17 year olds being significantly more likely to rate their risk perceptions of sun exposure as ‘more risky’ or ‘much more risky’ after seeing either advertisement.²² There was no significant interaction between age group and advertisement suggesting that the youngest age group was equally affected by either advertisement.²³

3.4 Change in sun-protection behaviour intentions

Participants were asked whether as a result of viewing the concept advertisement they thought they would be more or less likely to protect themselves from the sun, or if it had made no difference. Respondents were provided with a five-point scale from ‘definitely more likely to protect myself’, to ‘probably more likely to protect myself’, ‘probably no effect on protecting myself’, ‘probably less likely to protect myself’ and ‘definitely less likely to protect myself’. Results are displayed in Table 5 overleaf.

²¹ $F(1)=.167; p=.683$

²² $F(2)=6.825; p<.01$. Tukey HSD: 18 to 24 years - ($I-J$)=.28; $p<.01$. 25 to 35 years - ($I-J$)=.40; $p<.001$.

²³ $F(2)=.673; p=.511$

Table 5: Likelihood of change in sun-protection behaviours

CONCEPT ADVERTISEMENT	probably more likely or definitely more likely	probably no effect, probably less likely, or definitely less likely	Total
<i>Scar</i>	58.8%	41.2%	100.0%
<i>Melanoma</i>	51.7%	48.3%	100.0%

A larger proportion of participants who viewed *Scar* stated that they probably or definitely would be more likely to protect themselves from sun-exposure in comparison to *Melanoma*, with this difference being statistically significant.²⁴ There was no significant difference observed between the responses of the different age groups,²⁵ and there was no interaction between age and advertisement.²⁶ This suggests that *Scar* performed better along this item for all age groups.

3.5 Perceived Main Message

Participants were asked to indicate what they thought was the main message of the advertisement and what it was trying to say. Multiple open-ended responses were recorded and these were later clustered into main themes by the researchers. Results are displayed in Table 6 below.

Table 6: Perceived Main Message

Message	<i>Scar</i> (n=182)	<i>Melanoma</i> (n=182)
Protect yourself from the sun	45.1%	53.9%
Sun exposure can be harmful	36.3%	40.7%
Sun exposure can cause scars, blemishes and wrinkles	40.7%	26.4%
Sun exposure can cause cancer	23.1%	31.3%
Even a short amount of sun exposure can be harmful	25.3%	20.9%
Tanning is dangerous	13.2%	20.9%
Other	4.9%	2.2%

²⁴ $F(1)=4.083; p<.05$

²⁵ $F(2)=.173; p=.841$

²⁶ $F(2)=.392; p=.676$

The *Scar* and *Melanoma* advertisements elicited similar levels of responses for most themes. Unsurprisingly the theme of sun exposure leading to scarring, blemishes and wrinkles was statistically more often recalled by viewers of *Scar* than *Melanoma*.²⁷ None of the other differences achieved statistical significance.

3.6 Believability

Participants were asked to rate how believable they thought the main message was in the concept advertisement they viewed, along a four-point scale from ‘very believable’, to ‘somewhat believable’, ‘not very believable’ and ‘not believable at all’. Results are displayed in Table 7 below.

Table 7: Believability of the main message

CONCEPT ADVERTISEMENT	very believable	somewhat believable	not very believable or not believable at all	Total
<i>Scar</i>	68.5%	29.3%	2.2%	100.0%
<i>Melanoma</i>	68.7%	30.2%	1.1%	100.0%

Over two-thirds of respondents thought that the main message of the concept advertisements was ‘very believable’ with the majority of the remaining third rating it as ‘somewhat believable’. There was no difference between *Scar* and *Melanoma* for this item, nor differences by age group.

Of the few participants who stated that either of the advertisements were ‘not very believable’ or ‘not believable at all’, five criticised the execution of the advertisement for not having enough shock value, and one was skeptical that even a short amount of sun exposure can be detrimental.

3.7 Relevance of the main message

Participants were asked to rate how personally relevant they thought the main message was of the concept advertisement they viewed, along a four-point scale from ‘very relevant’, to ‘somewhat relevant’, ‘not very relevant’ and ‘not relevant at all’. Results are displayed in Table 8 overleaf.

²⁷ $\chi^2(1)=8.334; p<.01$

Table 8: Relevance of the main message

CONCEPT ADVERTISEMENT	very relevant	somewhat relevant	not very relevant or not relevant at all	Total
<i>Scar</i>	48.4%	46.2%	5.5%	100.0%
<i>Melanoma</i>	45.1%	43.4%	11.5%	100.0%

Few participants thought the concept advertisement they viewed contained a message that was either ‘not very relevant’ or ‘not relevant at all’. A slightly higher proportion of participants rated *Scar* as relevant than *Melanoma* but this difference was not statistically significant.

Of those that thought the main message was ‘not very relevant’ or ‘not relevant at all’, 22 suggested that they already took high precautions in regards to sun exposure, four suggested that they never sunbathe, two stated they never take notice of any warnings, one thought the advertisement was specifically targeted at young women, one thought it was aimed at a younger age group than themselves, and one stated “it’s not teaching me anything new”.

3.8 Target age-group

Participants were asked to state whether the concept advertisement they viewed was aimed mainly at people older than them, people in their age group or people younger than them. Respondents were provided with a five-point scale: ‘people much older than me’, ‘people slightly older than me’, ‘people in my age group’, ‘people slightly younger than me’ and ‘people much younger than me’. Results are displayed in Table 9 below.

Table 9: Perceived Target Age Group by Respondent Age Group

Age Group	14 to 17 years		18 to 24 years		25 to 35 years		Total	
	<i>Scar</i>	<i>Melanoma</i>	<i>Scar</i>	<i>Melanoma</i>	<i>Scar</i>	<i>Melanoma</i>	<i>Scar</i>	<i>Melanoma</i>
Slightly older than me	8.6%	2.7%	3.5%	2.3%			4.0%	1.9%
My age group	88.6%	91.9%	83.7%	83.7%	24.1%	29.4%	73.3%	73.9%
Slightly younger than me	-	5.4%	12.8%	12.8%	65.5%	61.8%	20.0%	21.7%
Much younger than me	2.9%	-	-	1.2%	10.3%	8.8%	2.7%	2.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Nearly all participants in the 14 to 24 year age groups for each advertisement stated that it was aimed at people their own age. In contrast just under one-third of participants in the 25 to 35 year age group judged each advertisement to be aimed at their own age group, with the majority judging them to be aimed at a slightly younger audience. The difference between the 25 to 35 year old age group and the other two age groups was statistically significant,²⁸ but there was no difference observed between *Scar* and *Melanoma* for any of the age groups. These results suggest that both concept advertisements are targeted very well at the primary target group of 18 to 24 year olds.

3.9 Empathy with target age-group

Participants were asked how well they thought the people who made the concept advertisement understood people of their age. Responses were recorded along a five-point scale from ‘understand very well’, to ‘understand quite well’, ‘can’t tell’, ‘don’t understand very well’ and ‘don’t understand at all’. Results are displayed in Table 10 below.

Table 10: Empathy with participant age-group

Age Group	14 to 17 years		18 to 24 years		25 to 35 years		Total	
	<i>Scar</i>	<i>Melanoma</i>	<i>Scar</i>	<i>Melanoma</i>	<i>Scar</i>	<i>Melanoma</i>	<i>Scar</i>	<i>Melanoma</i>
Understand very well	17.5%	17.5%	15.7%	18.8%	17.9%	12.2%	16.6%	17.0%
Understand quite well	60.0%	60.0%	59.8%	58.4%	51.3%	58.5%	58.0%	58.8%
Can't tell	20.0%	10.0%	19.6%	15.8%	25.6%	19.5%	21.0%	15.4%
Don't understand very well	2.5%	12.5%	4.9%	6.9%	5.1%	4.9%	4.4%	7.7%
Don't understand at all	-	0.0%	-	0.0%	-	4.9%	-	1.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Three-quarters of participants thought that the people who made the concept advertisements understood them quite or very well. There were no significant differences between age groups nor differences in ratings for *Scar* and *Melanoma*. This suggests that although the concepts are seen by 25 to 35 year olds as primarily targeted at a younger age group, the execution still sits comfortably with this older age group.

²⁸ One Way ANOVA: $F(2)=72.475$; $p<.001$ - Tukey HSD=.83 and .71; $p<.001$ and $p<.001$

3.10 Recognition of messages

Participants were read a series of statements about sun-exposure and asked for each whether or not it was mentioned in the concept advertisement they viewed. Responses were recorded as either ‘mentioned’, ‘not mentioned’ or ‘not sure’ and results are displayed in Table 11 below.

Table 11: Recognition of messages

Statement		Mentioned	Not mentioned	Not sure	Total
It only takes a short time for your skin to suffer irreversible damage	SCAR	84.6%	8.2%	7.1%	100.0%
	MELANOMA	84.0%	6.1%	9.9%	100.0%
Sun exposure can lead to unsightly wrinkles	SCAR	82.9%	12.7%	4.4%	100.0%
	MELANOMA	83.5%	12.6%	3.8%	100.0%
Sun exposure can lead to discoloured blemishes	SCAR	81.3%	10.4%	8.2%	100.0%
	MELANOMA	81.3%	7.7%	11.0%	100.0%
Sun exposure can lead to cancerous melanomas	SCAR	86.8%	8.2%	4.9%	100.0%
	MELANOMA	86.3%	7.1%	6.6%	100.0%
Sun exposure can lead to ugly scarring from skin cancer removal	SCAR	97.8%	1.6%	.5%	100.0%
	MELANOMA	26.4%	60.4%	13.2%	100.0%
There is no such thing as a safe tan	SCAR	80.8%	14.3%	4.9%	100.0%
	MELANOMA	83.5%	8.8%	7.7%	100.0%
360,000 Australians are scarred by skin cancer every year	SCAR	72.0%	11.5%	16.5%	100.0%
	MELANOMA	11.0%	67.6%	21.4%	100.0%
Tattoos cause skin cancer	SCAR	2.7%	94.5%	2.7%	100.0%
	MELANOMA	2.7%	94.5%	2.7%	100.0%

Rates of recognition for the statements made in both concept advertisements were similar and quite high. The only statistical differences were for statements that exclusively appeared in *Scar* (scarring resulting from skin cancer excision and the number of Australians scarred each year). As such there was no suggestion that either concept advertisement was superior to the other in terms of making such statements memorable. Very few people indicated that a main message of the concept advertisements was that tattoos cause skin cancer. The only difference observed between the age groups was that 14 to 17 year olds were more likely to recognise the

statement ‘there is no such thing as a safe tan’,²⁹ reflecting a possible higher resonance that the tanning message had with the youngest age group.

3.11 Likeability of the advertisements

Participants were asked to rate their liking of the concept advertisement along a five-point scale from ‘I liked it very much’, to ‘I liked it a lot’, ‘it was okay’, ‘I didn’t really like it’ to ‘I disliked it a lot’. Results are displayed in Table 12 below.

Table 12: Likeability of the Advertisements

CONCEPT ADVERTISEMENT	I liked it very much or I quite liked it	It was okay	I didn't really like it or I disliked it a lot	Total
<i>Scar</i>	48.4%	40.1%	11.5%	100.0%
<i>Melanoma</i>	46.7%	39.6%	13.7%	100.0%

A near majority of participants said they ‘very much’ or ‘quite liked’ the concept advertisement that they had seen, with most of the remainder stating that ‘it was okay’. Few respondents reported that they disliked the concept advertisements. A slightly greater number of participants said that they liked *Scar* than *Melanoma* but this difference was not statistically significant. There were no differences observed by age group.

3.12 Things liked about the advertisements

Participants were asked whether there was anything that they liked about the advertisements. Multiple open-ended responses were recorded and recurring themes then identified. Results are displayed in Table 13 below.

Table 13: Things liked about Scar and Melanoma

Like	<i>Scar</i> (n=182)	<i>Melanoma</i> (n=182)
Animated tattoo	33.0%	32.4%
Formation of the melanoma	31.9%	26.9%
Simplicity of the advertisement	22.5%	17.6%
Youth appeal of the advertisement	21.4%	17.6%
Novelty of the advertisement	11.5%	14.8%
Strong message	10.4%	12.1%
Slogan	9.9%	7.1%

²⁹ $\chi^2(4)=11.620; p<.05$

A large majority of participants (87%) offered suggestions as to what they liked about either *Scar* or *Melanoma*. The novelty of the animated sun tattoo was clearly liked, as was its ‘youth’ feel. The portrayal of the melanoma gradually forming was also popular. There were no statistical differences observed in regards to what participants liked about either advertisement, nor were any age differences observed.

3.13 Things disliked about the advertisements

Participants were also asked whether there was anything that they disliked about the advertisements. Multiple open-ended responses were recorded and recurring themes then identified. Results are displayed in Table 14 below.

Table 14: Things disliked about *Scar* and *Melanoma*

Dislike	<i>Scar</i> (n=182)	<i>Melanoma</i> (n=182)
Dullness	14.3%	19.8%
Animated tattoo	14.8%	12.1%
Monotonous voice	11.5%	12.6%
‘Targeted’ at females	2.7%	3.3%

Just under half (47%) of participants offered suggestions as to what they disliked about the advertisements. These proportions were much smaller than those reporting likes. As with likes, there were no statistical differences observed between advertisements in regards to what participants disliked, nor were any age differences observed. For each participant that disliked the dullness of the advertisements, two liked them for their simplicity. Similarly for each participant who disliked the concept of the animated sun tattoo, two to three more liked it. The complaint that the advertisements were seemingly aimed only at females had previously surfaced during the focus groups conducted by Market Access Consulting.³⁰ However the present results suggest that these complaints were not widespread at all, and were actually instigated more often by females (3.8%) than males (2.2%), suggesting that very few males were alienated. The complaints about the monotonous voice were not widespread but could easily be changed if either advertisement was to be developed further.

³⁰ M. Murphy (2003) *Evaluation of TVC Concepts for 2003-04 Campaign: Summary Report*. Melbourne: Market Access Consulting and Research Pty Ltd.

3.14 Confusing elements of the advertisements

Participants were asked whether there was anything that they found confusing about the advertisements. Multiple open-ended responses were recorded and recurring themes then identified. Results are displayed in Table 15 below.

Table 15: Confusing elements of Scar and Melanoma

Confusion	Scar (n=182)	Melanoma (n=182)
Did not understand the transition of the tattoo	14.3%	14.8%
The relationship of the tattoo to sun exposure	4.4%	3.8%
Did not understand what the “marks” were	5.5%	2.2%

Approximately one-quarter (27%) of participants offered suggestions as to what elements of the advertisements were confusing to them. Most of the complaints about the advertisements were in relation to the graphical representations. Comments such as “I didn’t realize the tattoo was moving” and “I couldn’t understand why a bum crack was at the front” (referring to the excision scar) suggest that some participants had difficulty imagining a final form of the advertisements from the animatics. While these comments are not cause for major concern, they highlight the need for the graphics to be as clear and unambiguous as possible if either is to be further developed.

3.15 Preferred slogan

Participants were read three different slogans and asked which they thought ‘best fits’ the concept advertisement they had seen. Results are displayed in Table 16 below.

Table 16: Preferred slogan

	Skin cancer. It's killer body art	Skin cancer. It's deadly body art	Some tans last a lifetime	Total
<i>Scar</i>	66.9%	16.0%	17.1%	100.0%
<i>Melanoma</i>	63.2%	21.4%	15.4%	100.0%
Total	65.0%	18.7%	16.3%	100.0%

A clear majority of participants preferred the ‘killer’ slogan for each of the concept advertisements. There were no differences observed by age group.

4 Conclusions and Recommendations

Both concept advertisements performed well in the adtests and were reasonably well liked, considered believable, well aimed at the 18 to 24 year old target audience, and likely to induce modest sun protection behavioural changes. The concept of the animated sun tattoo, while not universally liked, nor always understood in its animatic form, was admired for its novelty and youth appeal and is likely to grab the attention of the intended audience. Of the two advertisements, *Scar* consistently out-performed *Melanoma* on a number of measures suggesting that the *Scar* should be developed further. The slogan “Skin cancer – it’s killer body art” was clearly the most popular and should therefore also be adopted.

Figure 1: Agreement with statements regarding Scar and Melanoma

