

**Adtest of the Diabetes Association of Western Australia's
Radio Advertising and Testing of Taglines for the Radio
and Newspaper Ads**

By

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TABLE OF CONTENTS

	Page No
1. INTRODUCTION	1
2 METHODOLOGY	4
3. RESULTS	5
3.1 Sample Characteristics	5
3.2 Radio Ads	5
3.2.1 Message take-out	5
3.2.2 Likes and dislikes about the radio ads	6
3.2.3 Confusions in the ads	6
3.2.4 Impact of the radio ads in increasing the perceived seriousness of diabetes	7
3.2.5 Impact of the radio ads in getting people to do things to lower risk of diabetes	8
3.2.6 Impact of the radio ads in getting people to find out more about Diabetes	8
3.2.7 Ad diagnostics: Believability	8
3.2.8 Ad diagnostics: Relevance of the message	9
3.3 Newspaper Ads: Relative Impact of the Newspaper Ads in Getting People to Take Notice of Diabetes	9
3.4 Tagline Preferences for the Radio and Newspaper Ads	10
3.4.1 Radio ads	10
3.4.2 Newspaper ads	11
4. DISCUSSION AND CONCLUSIONS	12
5. REFERENCES	14
APPENDIX 1: The questionnaire	15

1. INTRODUCTION

In 2003, the Diabetes Association of Western Australia (DAWA) developed a television ad, three radio ads and three newspaper ads to increase the knowledge and salience of diabetes within the Western Australian community. These ads were used effectively in a pilot campaign in regional Western Australia and are to be adopted for a statewide campaign in WA and in other states. However, although the tv ad was pre-tested before airing in the pilot campaign, the radio and newspaper ads were not. Results of the pilot campaign showed that the radio advertisements had poor penetration and it was recommended that they undergo further testing prior to inclusion in future campaigns. Further, it was decided to develop and test a number of new taglines to strengthen the existing call to action for the next campaign. Hence, while testing these possible new taglines, it was decided to test people's understanding of and reaction to the radio ads. Respondents were also shown the press ads but only to assess which of the taglines best suited these ads. The pilot campaign and ads are described in detail in Carter, Donovan & Jalleh (2003). The radio and newspaper ads are described below.

The Radio Ads

Big/little 1: This 30-second ad had an adult and child's voices (in *italics*) alternating while saying: "Because only half of the people who have diabetes know they have the disease, *everyone thinks that it's a much smaller problem than it really is.* The fact is diabetes is the fastest growing *non-infectious disease in the world.* It can lead to blindness, impotence, *stroke, amputation* and heart attack. So, diabetes is a much bigger problem than people realise. *And it's too serious to ignore*".

Big/little 2: This 30-second ad, a variant of the *Big/little 1* ad, had an adult and child's voices (in *italics*) alternating while saying: "*If you thought Diabetes was a little problem...think again.* Diabetes affects over one million Australians. It's the fastest growing *non-infectious disease in the world affecting one in four adults over 25.* People think it's a little problem because only half of the people who have diabetes know they have the disease. So, diabetes is a much bigger problem *than people realise.* *And it's too serious to ignore*".

Washing machine: This 50-second ad began with the sound of a noisy washing machine droning away. A voice-over then stated: "Washing is a drudge...but imagine what it's like having to get your blood washed clean for three to five hours at a time...three times a week.

That's what some people with diabetes have to go through when their kidneys fail. Diabetes is serious...too serious to ignore".

The Newspaper Ads

Bed: This ad shows a man lying on a bed with numerous tubes attached to his upper body, with the caption: "Diabetes can send your life down the tubes".

Eye: This ad shows an eye undergoing surgery, with the caption: "Take a good look. It could be you in ten years time".

Leg: This ad shows an amputated leg, with the caption: "The real tragedy is what Diabetes has done between Bill's legs".

At the bottom of these three newspaper ads was the statement: "Diabetes is one of Australia's leading causes of amputation and impotence. It can also cause kidney failure, stroke, heart disease and blindness. Amazingly, there are half a million Australians who have been diagnosed with Diabetes and the same number again who don't even know they have the disease".

Taglines

DAWA, Gatecrasher Advertising and the Centre for Behavioural Research in Cancer Control (CBRCC) developed a number of messages encouraging people to call for information about diabetes that could be used as taglines for the radio and newspaper ads. Of these messages, the following five were selected by Gatecrasher for testing:

- Diabetes: what can you afford to lose? Call our information line now.
- It won't kill you to call right now and find out if you're at risk... but it might if you don't.
- If you're over weight, it's time you opened your eyes to the risk...call this number to find out more.
- If you're over weight and out of shape, don't risk it...call this number to find out more.
- Reduce your weight reduce your risk. Call our information line now.

DAWA commissioned CBRCC to assess the impact of the three radio ads, and assess which of the five messages encouraging people to call for information about diabetes would be most appropriate as a tagline for the campaign. Given the time restriction on this research, a total of 90 respondents (N=30 for each ad) was surveyed initially and the main results quickly

calculated. It was felt that if no major problems emerged with the radio ads after 90 interviews, and if the tagline preferences were relatively stable, then that number would be sufficient. This was deemed to be the case.

2. METHODOLOGY

Individuals aged 30 years and older were intercepted by professional interviewers in the city centre shopping mall and invited to participate “in research on people’s opinions about a new radio ad on diabetes”. They were told that the study was being carried out by Curtin University. Within the quota requirements, appropriately screened respondents were randomly allocated to one of the three radio ads. Respondents listened to the ad twice before completing an interviewer-administered questionnaire. The main objectives of the questionnaire were to assess:

- The radio ads’ ability to increase the seriousness of diabetes;
- The radio ads’ ability to increase the likelihood of doing things to lower risk of getting diabetes;
- The radio ads’ ability to increase the likelihood of finding out more about diabetes;
- Perceived believability and personal relevance of the radio ads;
- Understanding of the radio ads’ message; and
- Preferences for the five messages as taglines for the radio ads.

Following the radio adtest, respondents were presented with each of the three newspaper ads in turn, and asked which of the five messages would be most appropriate as a tagline for the ad. Then respondents were asked which of the three newspaper ads would be most effective in getting people to take notice of diabetes.

Respondents were also asked whether they had diabetes, and whether they had any family members or friends who had diabetes. Appendix 1 shows the questionnaire.

3. RESULTS

3.1 Sample Characteristics

A convenience sample of 90 respondents was surveyed (N=30 for each ad). For each ad, quotas achieved approximately equal proportions in each of three age groups (i.e., 30-44, 45-59, 60+ years), with equal split of males and females in each age group (see Table 1). Approximately twice as many respondents in the *Washing machine* ad than in the *Big/little 1* ad reported having diabetes (13% vs 7%). Substantially higher proportions of respondents in these two ads than in the *Big/little 2* ad reported they, a family member or a friend have diabetes (97% vs 63%, $p=.001$; and 87% vs 63%, $p=.037$, respectively). For each ad, at least two in three respondents reported having had a test for diabetes.

Table 1: Sample characteristics

	Ads		
	Big/little 1 n=30 %	Big/little 2 n=30 %	Washing machine n=30 %
Gender:			
Males	50	50	50
Females	50	50	50
Total	100	100	100
Age group:			
30-44 years	33	37	37
45-59 years	33	30	30
60+ years	33	33	33
Total	100	100	100
Experience with diabetes:			
Respondents with diabetes	7	10	13
Family member with diabetes	40	30	37
Friend with diabetes	69	43	50
Respondents tested for diabetes	66	69	77

3.2 Radio Ads

3.2.1 Message take-out

Respondents were asked what they perceived was the main message in the radio ads. The main messages mentioned varied for each ad and were consistent with the message content of each ad (see Table 2). The main messages of the *Big/little 1* ad were: ‘be more aware of diabetes’ (40%); ‘diabetes causes a variety of illnesses’ (37%); and ‘get a check-up for

diabetes' (30%). The main messages of the *Big/little 2* ad were: 'be more aware of diabetes' (53%); 'diabetes is widespread' (43%); and 'get a check-up for diabetes' (27%). For the *Washing machine* ad only one message stood out: 'diabetes affects the kidneys/blood dialysis' (50%). For each ad, approximately 20% mentioned 'diabetes is a serious disease'.

As intended, the messages of the Big/Little 1 & 2 ads are complementary, communicating consequences and prevalence of Diabetes respectively.

Table 2: Main messages of the radio ads

	Ads			Total n=90
	Big/little 1 n=30	Big/little 2 n=30	Washing machine n=30	
	%	%	%	%
Be more aware of diabetes	40	53	17	37
Get a check-up for diabetes	30	27	13	23
Diabetes is widespread	17	43	7	22
Diabetes is a serious disease	23	17	23	21
Diabetes affects the kidneys/blood dialysis	0	0	50	17
Diabetes causes a variety of illnesses (e.g., stroke)	37	0	7	14
Anyone can get diabetes	17	17	0	11
Look after yourself/be more health conscious	7	3	13	8
Eat a healthy diet/eat fruit and veg	7	3	13	8

3.2.2 Likes and dislikes about the radio ads

Respondents were asked: "Was there anything you particularly (liked/disliked) about these ads?" For each ad, 63-77% of respondents mentioned something they liked about the ad, and 13-21% mentioned something they disliked about it (see Table 3).

Most 'like' mentions related to the messages in the ads and the way they were effectively communicated. The presenter's voice was the most frequently mentioned with 17% positive comments and 11% negative ones. For the *Washing machine* ad, 27% liked the washing machine noise/analogy, while 14% disliked it. There were no other major dislikes for the ads.

3.2.3 Confusions in the ads

Respondents were asked: "Was there anything you particularly found confusing about these ads?" Only two respondents mentioned something they found confusing about the ads.

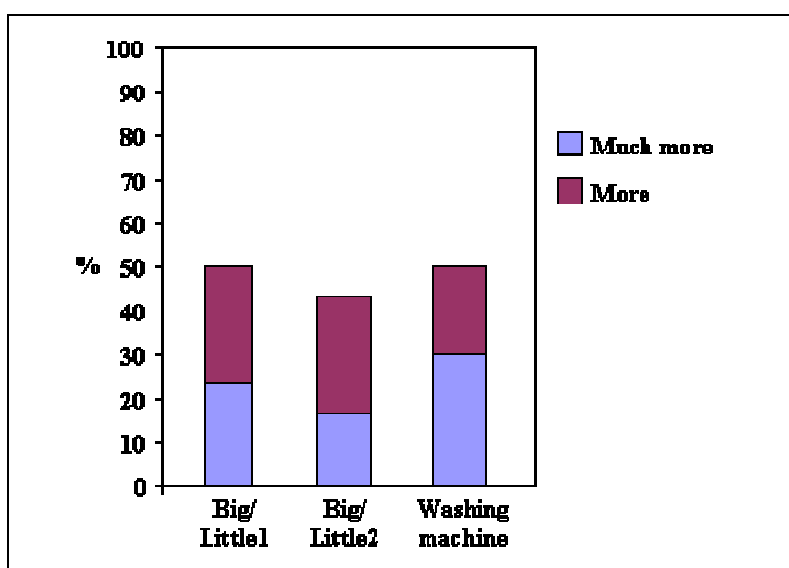
Table 3: Main things liked/disliked about the radio ads

	Ads			Total n=90 %
	Big/little 1 n=30 %	Big/little 2 n=30 %	Washing machine n=30 %	
Things liked:				
The presenter's voice	13	23	13	17
Gets the message across	13	17	7	12
Increase awareness about diabetes	13	17	0	10
Washing machine noise/analogy	0	0	27	9
It was informative, not pushy	10	10	3	8
Shows the negative consequences of diabetes	7	0	17	8
Nothing	23	30	37	30
Things disliked:				
The presenter's voice	13	13	7	11
Washing machine noise/analogy	0	0	14	4
Nothing	80	77	77	78

3.2.4 Impact of the radio ads in increasing the perceived seriousness of diabetes

Respondents were asked: "Having listened to this ad, how much more or less serious do you think diabetes is than you previously thought?" (more; much more; about the same; less; much less). Approximately 50% of respondents in each ad felt that diabetes is more serious than they had previously thought: *Big/little 1*: 50%; *Big/little 2*: 43%; *Washing machine*: 50% (see Figure 1). None of these radio ads lessened the seriousness of diabetes.

Figure 1: Impact of the radio ads on increasing the perceived seriousness of diabetes



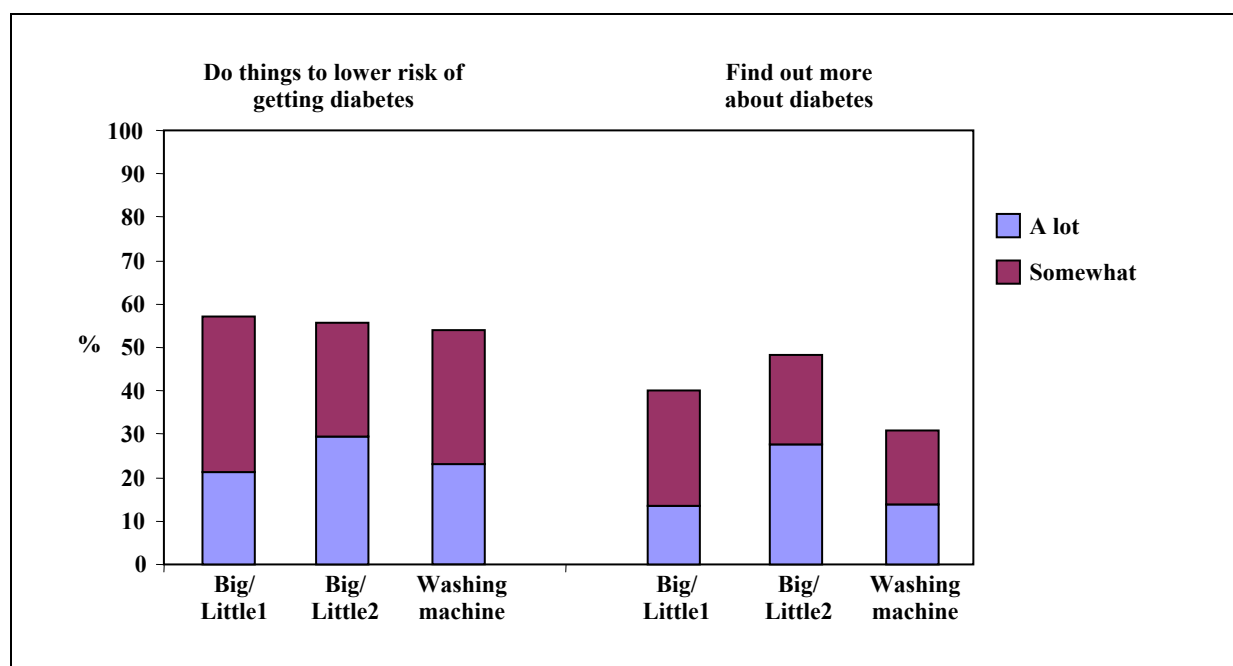
3.2.5 Impact of the radio ads in getting people to do things to lower risk of diabetes

Respondents were asked: “How much, if at all, has this ad increased the likelihood you would do things to lower your risk of getting diabetes?” (a lot; somewhat; a little; not at all). For each of these three radio ads, approximately one in two non-diabetics felt that the likelihood that they would do things to lower their risk of getting diabetes increased ‘a lot/somewhat’ (*Big/little 1*: 57%; *Big/little 2*: 56%; *Washing machine*: 54%) (see Figure 2). These results exceed those for the *Storybook* tv ad test (44%; Donovan, Carter & Jalleh, 2003).

3.2.6 Impact of the radio ads in getting people to find out more about diabetes

Respondents were asked: “How much, if at all, has this ad increased the likelihood you would find out more about diabetes?” (a lot; somewhat; a little; not at all). The proportion of respondents who responded ‘a lot’ was higher in the *Big/little 2* ad than in the *Big/little 1* and *Washing machine* ads (28% vs 13% and 14%, respectively) (see Figure 2). This higher likelihood remains when the second response category is added (‘a lot/somewhat’: 48% vs 40% and 31%, respectively).

Figure 2: Behavioural intention indicators



3.2.7 Ad diagnostics: Believability

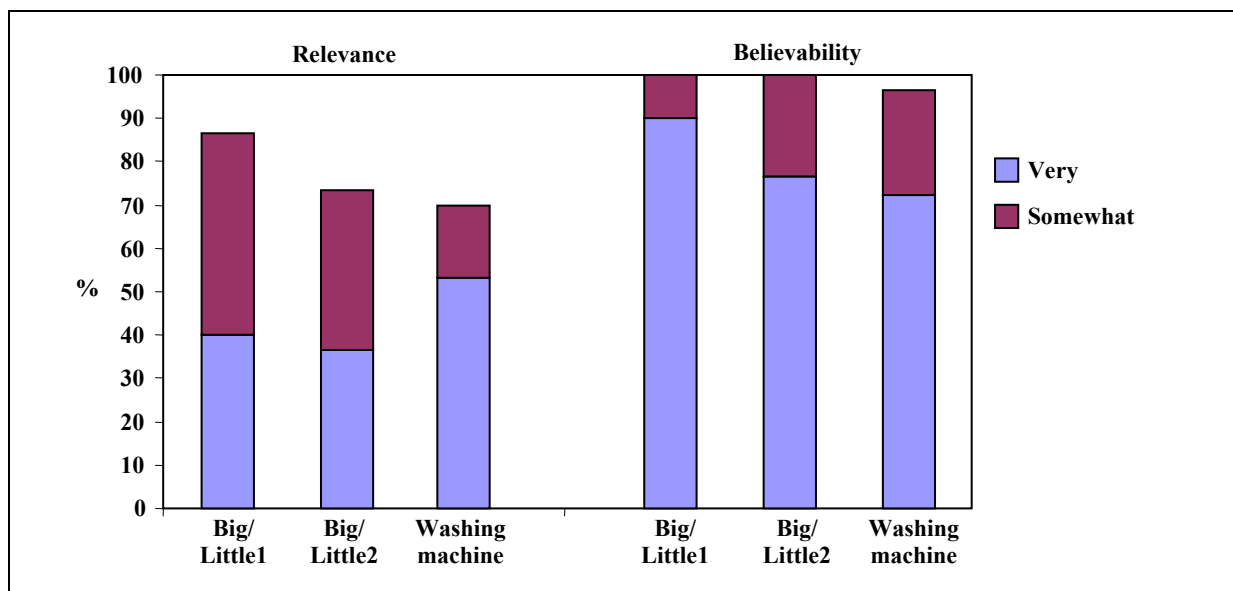
Respondents were asked: “How believable is the message in this ad?” (very believable; somewhat believable; not very believable; not at all believable). The proportion of respondents who rated the *Big/little 1* ad as ‘very’ believable was higher than in the *Big/little*

2 and *Washing machine* ads (90% vs 77% and 72%, respectively) (see Figure 3). Only one respondent rated any of the ads (*Washing machine*) as not believable. The *Storybook* tv ad was rated ‘very believable’ by 85%.

3.2.8 Ad diagnostics: Relevance of the message

Respondents were asked: “*How relevant are these messages to you?*” (very relevant, somewhat relevant, a little relevant, not at all relevant). The proportion of respondents who found the message in the ad ‘very’ relevant was higher for the *Washing machine* ad than the *Big/Little* ads (53% vs 40% and 37%, respectively) (see Figure 3). For each ad, over 70% found the message in the ad ‘very/somewhat’ relevant, with Big/Little 1 achieving the highest relevance. Again these results compare very favourably with the tv adtest: the *Storybook* tv ad was rated ‘very relevant’ by 36% and ‘very or somewhat’ relevant by 63%.

Figure 2: Believability and relevance of the message in the radio ads



3.3 Newspaper Ads: Relative Impact of the Newspaper Ads in Getting People to Take Notice of Diabetes

Respondents were presented with all three newspaper ads and asked: “*Which of these ads do you think would be most effective in getting people to take notice of diabetes?*” None of the ads was considered superior to the others, with approximately equal proportions of respondents choosing each of these three ads as most effective:

- Eye:* 33%
- Amputation:* 30%
- Bed:* 29%.

Four percent of respondents felt that there was no difference in effectiveness among these three newspaper ads, and only 3% (n=3) of respondents mentioned ‘none of these ads’. No respondents commented negatively or positively on any aspect of the copy in any of the ads.

3.4 Tagline Preferences for the Radio and Newspaper Ads

3.4.1 Radio ads

After listening to the radio ad and answering the questionnaire, respondents were presented with the taglines listed in Table 4 and asked: “Which of these messages is most appropriate to put on the end of this ad?” For each ad, approximately equal proportions of respondents preferred the messages: “Diabetes: what can you afford to lose? Call our information line now” and “It won't kill you to call right now and find out if you're at risk...but it might if you don't”, and in greater proportions than the other three messages (see Table 4). While the messages involving ‘weight’ attracted a substantial combined total (37% overall), these were not systematically distributed for all three ads. Nevertheless, these data indicate that many people already are aware that excess weight is a risk factor for Diabetes.

There were no differences in preference by age or gender.

Table 4: Preferred tagline for the radio ads

	Ads			Total N=90 %
	Big/little 1 N=30 %	Big/little 2 N=30 %	Washing machine N=30 %	
Diabetes: what can you afford to lose? Call our information line now	30	27	30	29
It won't kill you to call right now and find out if you're at risk...but it might if you don't	33	23	30	29
Reduce your weight reduce your risk. Call our information line now	23	17	10	17
If you're over weight, it's time you opened your eyes to the risk...call this number to find out more	3	17	17	12
If you're over weight and out of shape, don't risk it...call this number to find out more	10	10	3	8
No preference	0	7	10	6
Total	100	100	100	100

3.4.2 Newspaper ads

After nominating which of the three newspaper ads they considered would be most effective in getting people to take notice of diabetes, respondents were presented with each of the three newspaper ads, in turn, and asked: “Which of these messages goes best with this ad?”

As for the radio ads, the two most preferred taglines overall were “Diabetes: what can you afford to lose?” (34%) and “It won’t kill you to call right now and find out if you’re at risk...but it might if you don’t” (31%). However, preferences varied substantially by ad: for the *Leg* ad, “Diabetes: what can you afford to lose?” was the most preferred message (49%), followed by “It won’t kill you to call right now and find out if you’re at risk...but it might if you don’t” (32%) (see Table 5); for the *Bed* ad, these two messages were the most preferred, but in the reverse order (24% and 39%, respectively). For the *Eye* ad, besides these two messages, the message: “If you’re over weight, it’s time you opened your eyes to the risk...call this number to find out more” also performed well (32%, respectively), probably because of the apparent play on the word ‘eye’.

The combined weight messages again received substantial preferences (apart from the *Leg* ad), and especially for *Eye* as noted above.

There were no differences in preference by age or gender.

Table 5: Preferred tagline for the newspaper ads

	Ads			
	Leg N=90 %	Bed N=90 %	Eye N=90 %	Total N=90 %
Diabetes: what can you afford to lose? Call our information line now	49	24	31	34
It won't kill you to call right now and find out if you're at risk... but it might if you don't	32	39	22	31
If you're over weight, it's time you opened your eyes to the risk...call this number to find out more	7	11	32	17
If you're over weight and out of shape, don't risk it...call this number to find out more	7	13	4	8
Reduce your weight reduce your risk. Call our information line now	2	9	8	6
No preference	3	3	2	3
Total	100	100	100	100

4. DISCUSSION AND CONCLUSIONS

Overall, these results confirm that the radio ads could be potentially effective in meeting the campaign communication objectives. The main messages mentioned for each radio ad were consistent with the communication objectives of the ad, and these messages were perceived to be very believable and personally relevant. The ads were generally liked for their information content and delivery with no major dislikes. Further, after listening to the radio ads, approximately 50% of respondents for each ad felt that diabetes is more serious than they had previously thought. Given that a high proportion of the sample are diabetic or knows a family member or a friend who have diabetes, all three radio ads performed well in terms of increasing the seriousness of diabetes. These results also compare very favourably with the tv commercial adtest. For each of the radio ads, approximately one in two non-diabetics felt that the likelihood that they would do things to lower their risk of getting diabetes increased ‘a lot/somewhat’. The *Big/little 2* ad was more effective in getting people to find out more about diabetes than the *Big/little 1* and *Washing machine* ads.

Overall, given the relative impacts of the three ads, we would recommend greater media weight be given to the two Big/Little ads than the Washing machine ad.

The proportions of respondents who chose each of the three newspaper ads as most effective in getting people to take notice of diabetes were very similar (*Eye*: 33%; *Amputation*: 30%; *Bed*: 29%). Hence it is recommended that, all other things being equal, these receive equal media exposure.

Although the combined weight-related tagline preferences were substantial, the messages: “*Diabetes: what can you afford to lose? Call our information line now*” and “*It won't kill you to call right now and find out if you're at risk...but it might if you don't*”, performed far better than the individual weight messages tested. Furthermore, there was no systematic preference across the different ads for the weight messages, individually or combined. It is recommended that either of these taglines could be used across the different radio and newspaper ads, and with the tv ad. However, it is also recommended that the chosen tagline be used in conjunction with a modified version of the copy included in the previous campaign. That is, the end copy should include an opportunity for the recipient to self-assess whether they could benefit from calling for more information or taking some other action to reduce their risk. It is recommended prior to the suggested action, that the end copy should include the statement: “.... if you're overweight and physically inactive ...”.

5. REFERENCES

Carter, O., Donovan, R.J. & Jalleh, G. *Pre and Post Testing of Multiple Media versus Television-only Diabetes Awareness Advertising Campaigns in Geraldton and Bunbury*. Report to Diabetes Australia WA, CBRCC Report 030822, August 2003.

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APPENDIX 1: The questionnaire