



Example Out-of-Home Ad Test Report

17 August 2022

N = 192 feedbackers (convenience sample of English speakers)

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Out-of-Home Ad Test

Comparison of ads tested

Feedbackers (N = 192)

	Out-Of-Home Ad 1	Out-Of-Home Ad 2	Out-Of-Home Ad 3	Out-Of-Home Ad 4	Average
KPIs					
Likeability	79%	81%	76%	72%	77%
Relevance	82%	62%	60%	71%	69%
Authenticity	83%	81%	63%	63%	72%
Originality	82%	80%	69%	61%	73%
Easy to spot	79%	85%	80%	66%	78%
Trustworthiness	85%	84%	72%	67%	77%
Clarity	85%	84%	82%	82%	83%
intent to follow call to action	85%	67%	60%	63%	69%
Intent to discuss further	74%	65%	57%	65%	65%
Summary KPI performance	81%	76%	69%	68%	74%
Channel					
Website/blog	56%	54%	62%	50%	56%
Social media (e.g. Instagram, Facebook, Tiktok, etc.)	71%	56%	74%	75%	69%
E-mail newsletter	23%	19%	20%	23%	21%
Google/Bing search results	44%	40%	34%	45%	41%
Mobile Games	17%	16%	28%	22%	21%
Print newspaper/magazine	33%	47%	47%	48%	44%
Outdoors	39%	40%	28%	17%	31%

Out-of-Home Ad Test

Comparison of ads tested

Feedbackers (N = 192)

Emotions	Out-Of-Home Ad 1	Out-Of-Home Ad 2	Out-Of-Home Ad 3	Out-Of-Home Ad 4	Average
Happy	66%	48%	59%	53%	56%
Joyful	37%	29%	43%	33%	35%
Content	32%	38%	29%	31%	32%
Silly	1%	2%	3%	6%	3%
Sad	5%	5%	0%	1%	3%
Angry	0%	3%	3%	4%	3%
Worried	6%	6%	2%	3%	4%
Confused	7%	16%	13%	14%	12%
Surprised	24%	17%	30%	27%	25%
Embarrassed	7%	12%	6%	9%	8%
Nervous	6%	2%	3%	3%	3%
Calm	40%	37%	22%	36%	34%
Excited	24%	25%	48%	26%	31%
Disgusted	0%	3%	5%	5%	3%

Out-of-Home Ad Test: Ad Council Associations

Feedbackers (N = 192)

*“ The ad clearly shows that it is about **recycling plastics**. The **green** colour used in the ad highlights the importance of **caring for nature and protecting the planet**. ”*

First comments (full comments available in full report)

- | | | |
|---|--|--|
| 1. Reduce, reuse, recycle | 14. recycling, clean, go green | the park. |
| 2. Recycling | 15. Impressive | 23. Recycling, and finding a new purpose for plastics |
| 3. Recycle the plastics. | 16. Evergreen | 24. Saving the environment, land,trees,the ocean and animals. Clean air |
| 4. Ad Council that come to mind when I look at the advertisement. | 17. The first associations I see when viewing this image are about parks, benches, grass and recycling of plastic bottles. | 25. Recycling and making the environment better |
| 5. Nature | 18. beach area | 26. Recycle more plastic. We can all do our part to recycle. |
| 6. Reuse plastic | 19. It may be a water bottle | 27. Water and green |
| 7. Recycling | 20. Swedish passion for recycling - the add looks like a carbon copy of something from the Nordic countries. | 28. Save the planet |
| 8. Recycling is important | 21. Sitting and resting | 29. There is a lot each one of us can do to keep America beautiful. Recycling is easy. Nature is beautiful |
| 9. world friendly, plastic, recycle | 22. The first associations that come to mind when I look at the advertisement is a birthday party at | 30. |
| 10. recycling stuff to be greener | | |
| 11. Parks, nature, eco-friendly | | |
| 12. Recycle water bottles. | | |
| 13. recycle plastic | | |

Out-of-Home Ad Test: Ad Council

Likes and dislikes

Feedbackers (N = 192)

Likes



Dislikes



First comments (full comments available in full report)

1. I like the message (12 responses)
2. I like the background (8 responses)
3. I like the water bottle (4 responses)
4. Shows what advert is about.
5. turning plastics into benches
6. it is unique
7. Using a plastic bottle to show this is an ad for recycling.
8. The green colour
9. The text is layered behind the grass making it seem more eco-friendly.
10. I like that the grass is nice and green.
11. It speaks
12. I like the bench and how beautiful and well made it looks.
13. Keep America Beautiful - great campaign
14. This look is very natural.
15. ...

1. Nothing (19 responses)
2. A better type of bottle could be used.
3. Don't need it on an advert
4. Placement is too close to other words. Best if either removed or made smaller and place elsewhere
5. needs to be bigger, too small, hard to read
6. the ad council button is clutter
7. As a photographer the only part I didn't care for was that it isn't even.
8. I dislike that this advertisement is sponsored by an ad council.
9. I dislike the fact that the bench is cut off.
10. BACKGROUND COULD HAVE SOME FLOWERS
11. The bench is kind off angled and it makes me pay more attention to that. My eyes are drawn to it more so than anything else
12. its takes awhile to understand its the bottle speaking
13. ...

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