

Department of Education



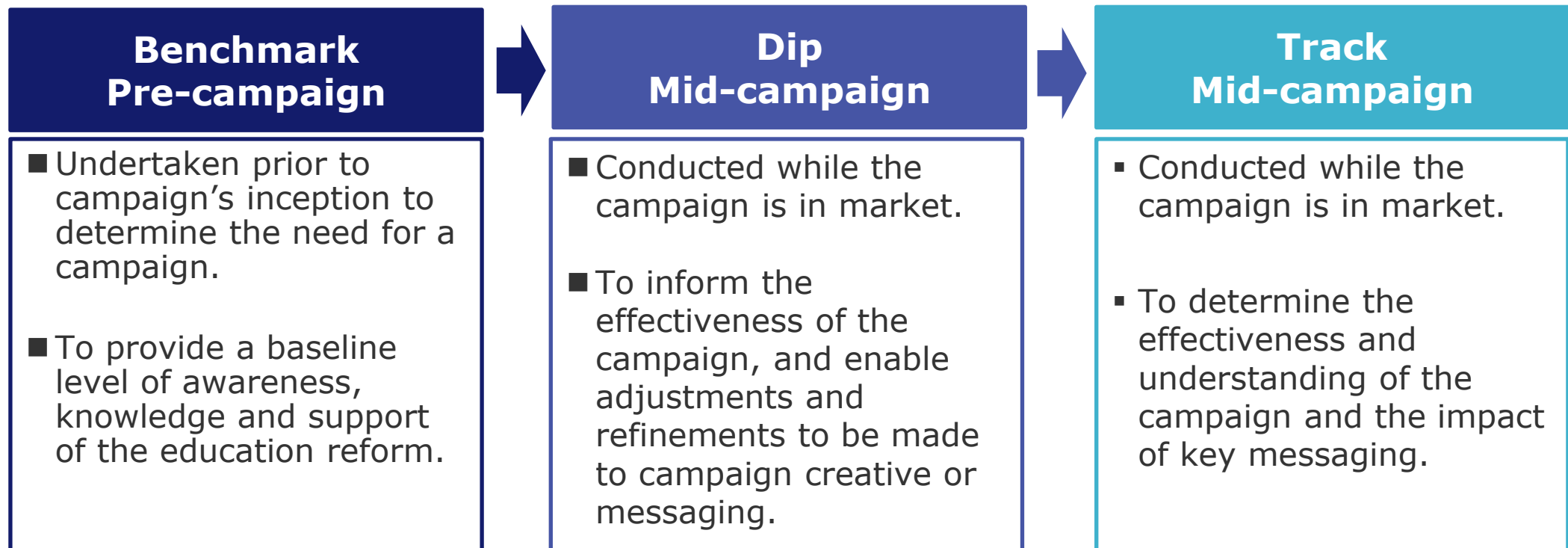
Objectives and methodology

What were the key objectives of the research?
How was the research designed?



Objective of the Research

To **evaluate the *Bigger Picture Education campaign*** to measure the awareness and reach of the campaign and its impact on awareness, knowledge and support of education reform amongst the target audience.



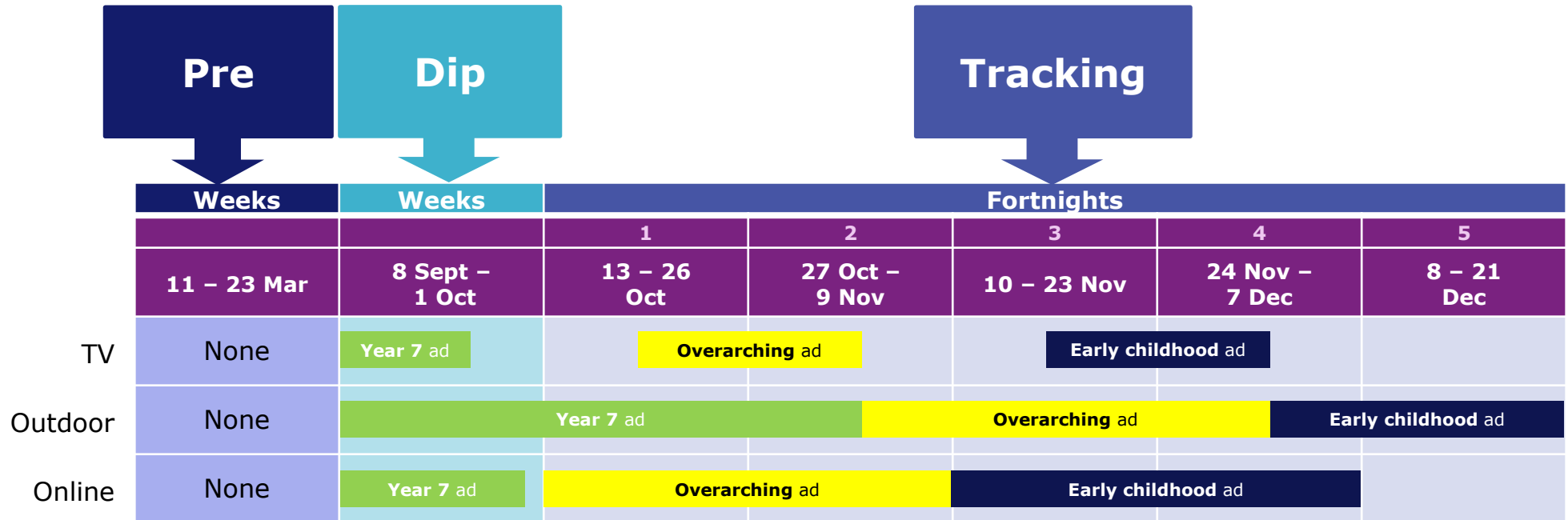
Quantitative methodology

- Pre-campaign (benchmark) fieldwork commenced Monday 11 March and was completed by Sunday 23 March 2014.
- Mid-campaign (dip) fieldwork commenced Monday 8 September and was completed by Wednesday 1 October 2014.
- Mid-campaign (tracking) fieldwork commenced Monday 13 October and ran in fortnightly dips until 21 December 2014.

		Pre	Dip	Tracking				
AUDIENCES	Weeks	Weeks	Fortnights					
			1	2	3	4	5	
	11 – 23 Mar	8 Sept – 1 Oct	13 – 26 Oct	27 Oct – 9 Nov	10 – 23 Nov	24 Nov – 7 Dec	8 – 21 Dec	
General population	413	111	100	103	100	101	100	1028
Parents of public school students	106	155	8	11	9	14	19	322
Parents of private school students	63	40	4	5	5	5	2	124
TOTAL	582	306	100	103	100	101	100	1392

Quantitative methodology

- **Stimulus exposed** and time period reported
 - Creative was varied and rotated in-line with the media schedule.



These finding from the benchmark research drove the establishment of a community campaign to raise awareness, knowledge and support around the reform taking place in school education in WA.

communications metrics...

Was the campaign noticed?
What execution had greatest impact on reach?
Which channels had greatest impact on reach?



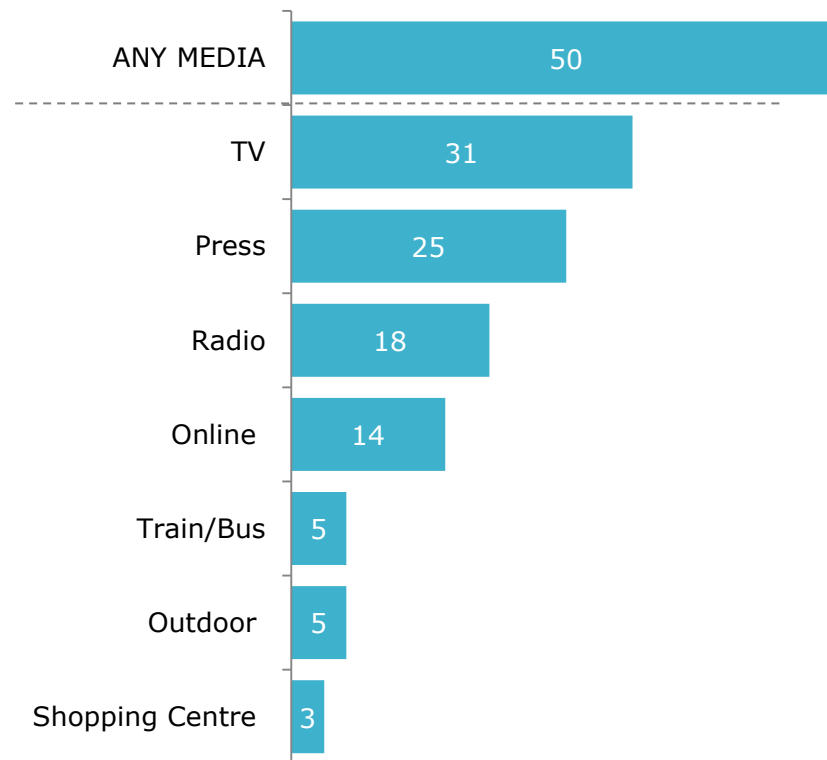
communications metrics...

Was the campaign noticed?
What execution had greatest impact on reach?
Which channels had greatest impact on reach?



Since the campaign commenced, **half (50%) of the community** indicated that they had heard or seen something about public education in Western Australia recently.

SPONTANEOUS CAMPAIGN REACH - proportion seen/heard about public education recently (%)



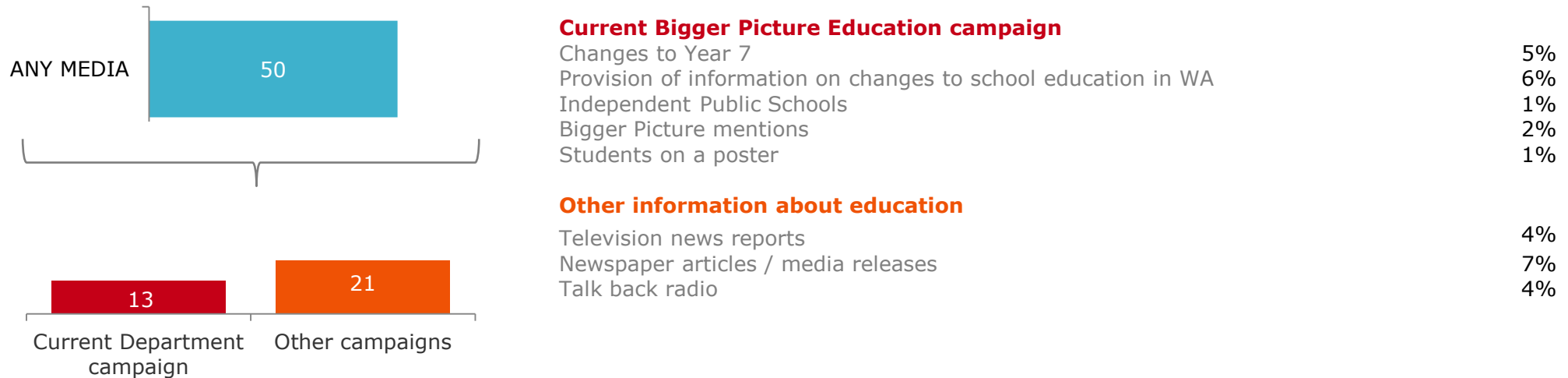
SOURCE: SR2a. Do you remember hearing or seeing anything about public education in Western Australia, in any of the following ways recently?

BASE: General Population (Dip + Tracking samples): n=615

Spontaneous recall was driven by information seen/heard on news reports, newspaper articles and talk back radio.

13% of the community clearly spontaneously recalled the current Bigger Picture Education campaign.

SPONTANEOUS CAMPAIGN REACH – Key mentions



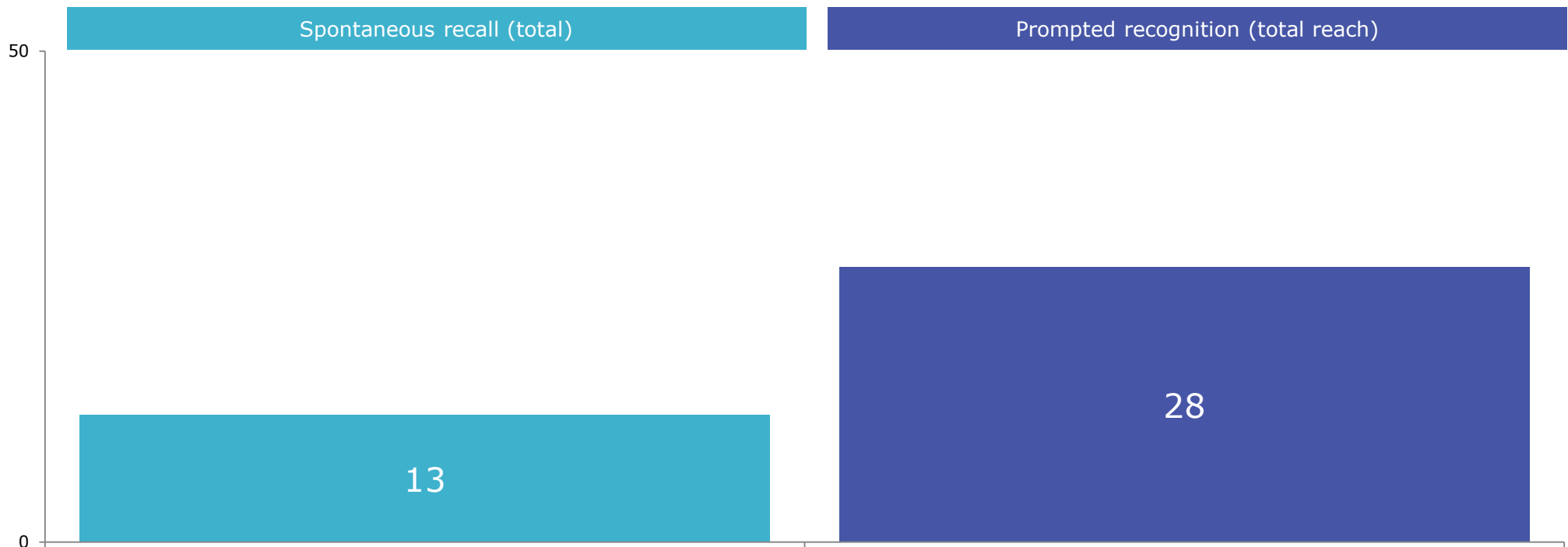
SOURCE: SR2a. Do you remember hearing or seeing anything about public education in Western Australia, in any of the following ways recently?

SR2b. You selected that you have seen or heard a campaign about public education in Western Australia. Please describe as many of these ads as you can in the spaces provided below.

BASE: General Population (Dip + Tracking samples): n=615

When prompted, **28%** of the target audience was reached by at least one element of the campaign.

TOTAL CAMPAIGN REACH – proportion seen/heard Bigger Picture Education campaign (%)



SOURCE: SR2a.Do you remember hearing or seeing anything about public education in Western Australia, in any of the following ways recently?

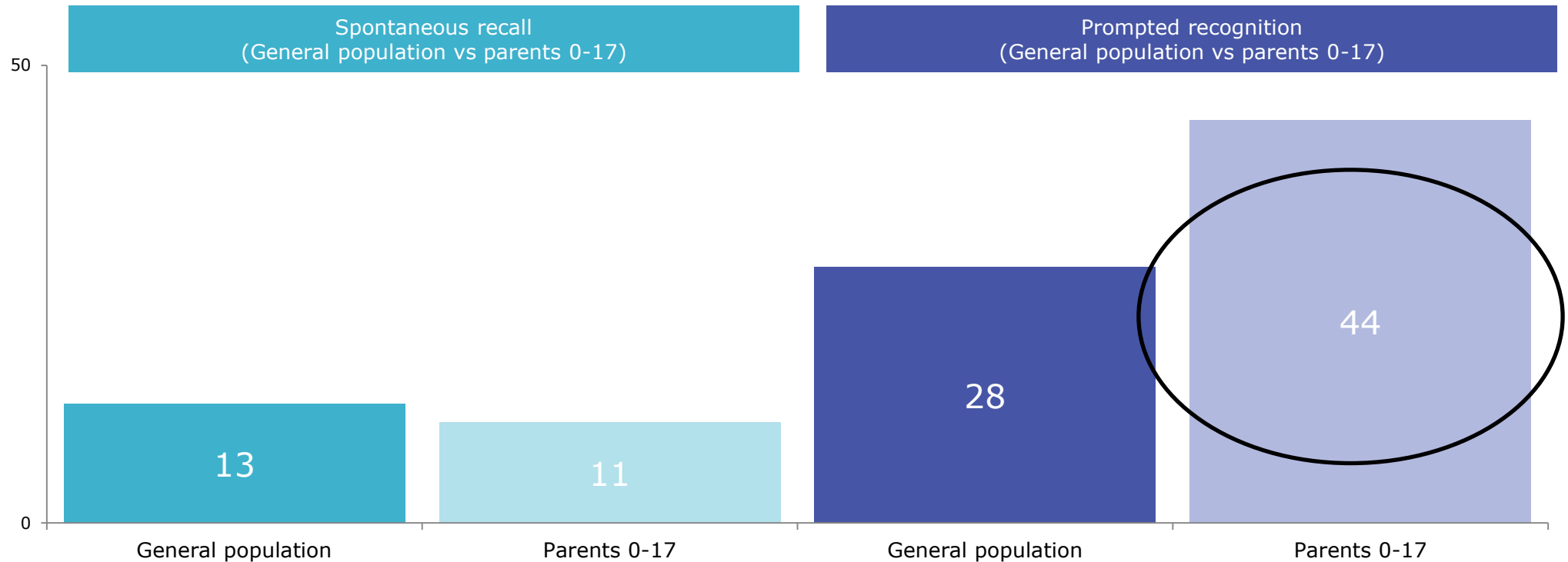
PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

BASE: General Population (Dip + Tracking samples): n=615

Not surprisingly, **parents of 0-17 years olds were more likely** than the general population to recall the campaign, once prompted.

However there is still room to increase reach.

TOTAL CAMPAIGN REACH – proportion seen/heard Bigger Picture Education campaign (%)

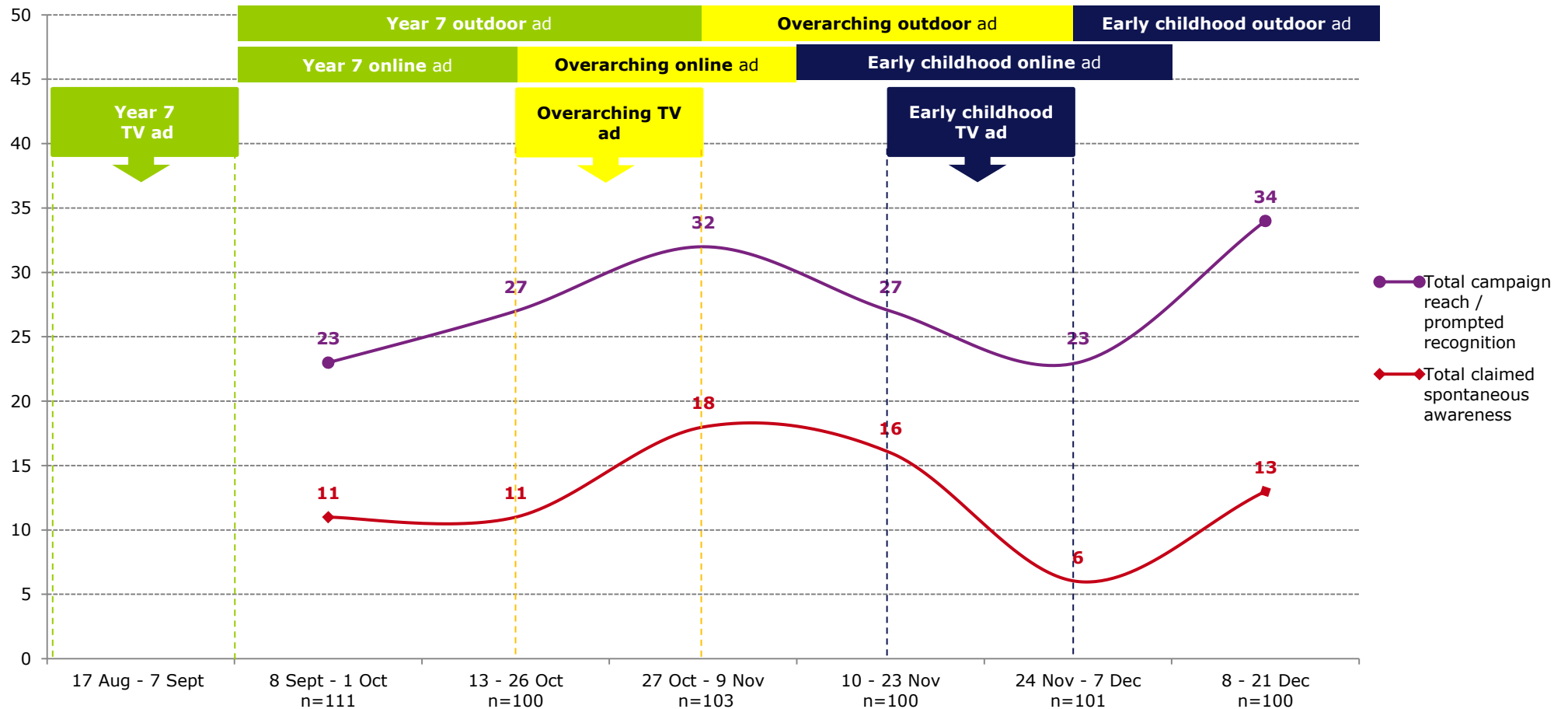


SOURCE: SR2a.Do you remember hearing or seeing anything about public education in Western Australia, in any of the following ways recently?
PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

BASE: General Population (Dip + Tracking samples): n=615; Parents 0-17 n=277

Reach of the Bigger Picture Education campaign peaked following the overarching ad phase. The early childhood ad phase appears to have had little additional impact on reach.

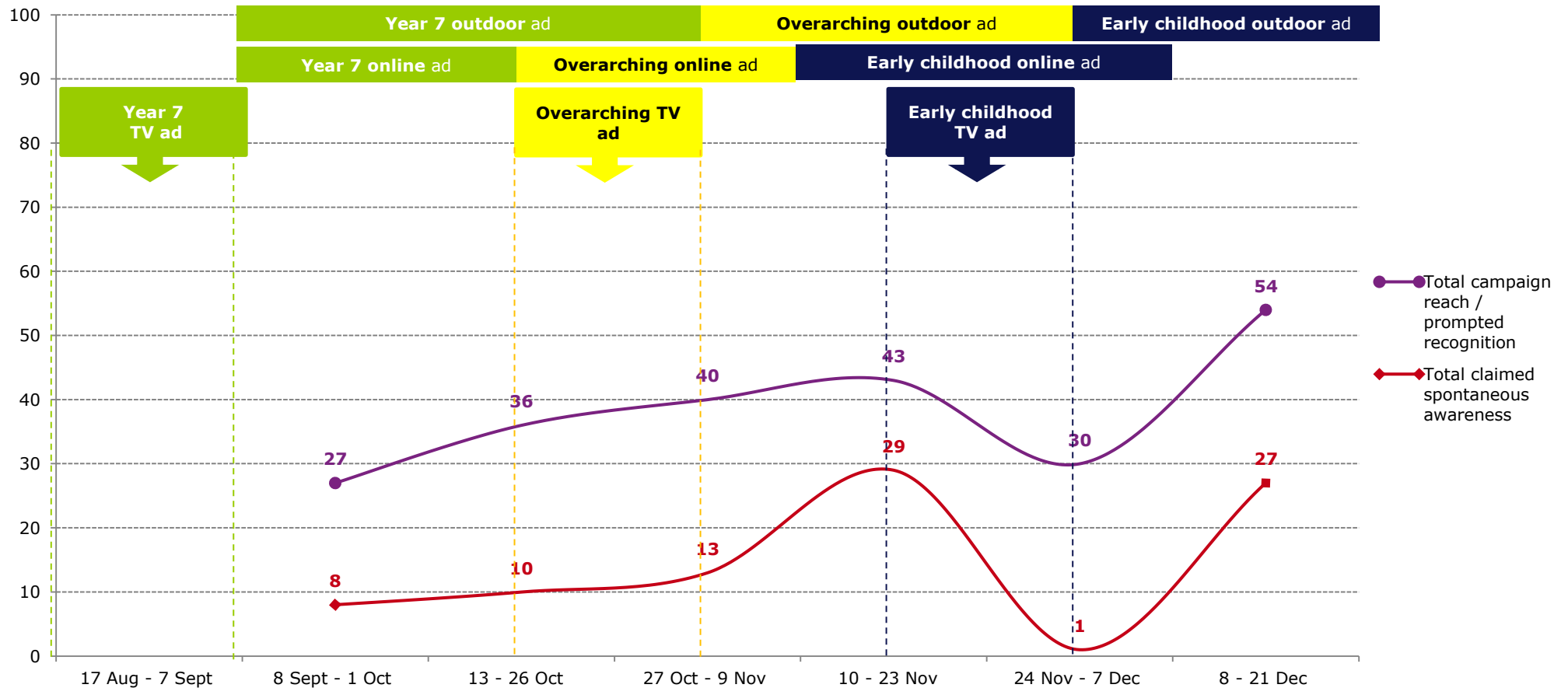
TOTAL CAMPAIGN REACH – proportion seen/heard Bigger Picture campaign by time period (%)



SOURCE: PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

Even among parents of 0-17 year olds, the early childhood ad phase appears to have little impact on campaign reach.

TOTAL CAMPAIGN REACH – proportion seen/heard Bigger Picture campaign by time period (%)



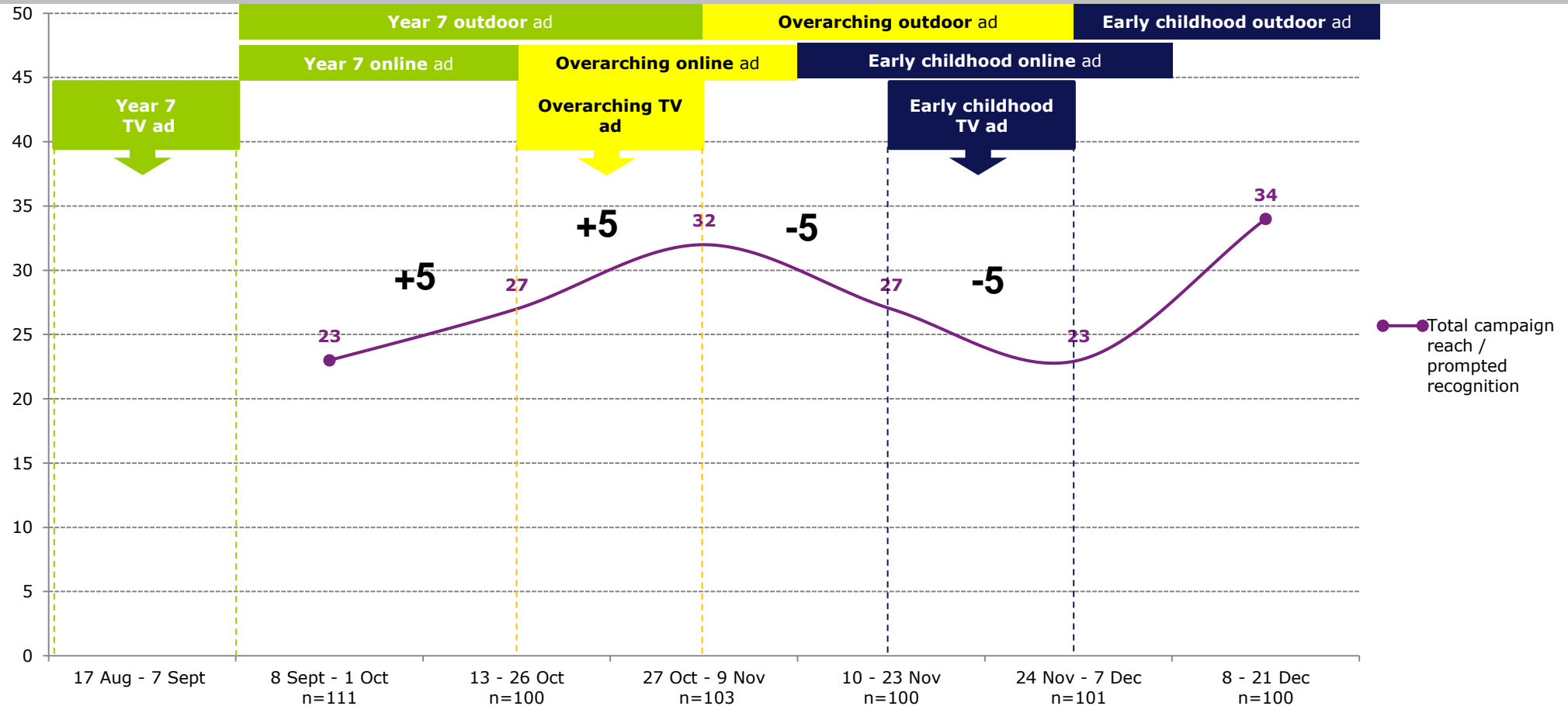
SOURCE: PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

BASE: Parents 0-17: Dip=195; W3=11; W4=15; W5=14; W6=20; W7=22

NOTE: Small sample sizes

Awareness generally appears to build/fall in five percentage point increments per fortnight. Therefore the current strategy of two weeks on and two weeks off appears to be counterproductive.

TOTAL CAMPAIGN REACH – proportion seen/heard Bigger Picture campaign by time period (%)



SOURCE: PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

communications metrics...

Was the campaign noticed?
What execution had greatest impact on reach?
Which channels had greatest impact on reach?



Television advertising was the lead medium in terms of reach, followed by **outdoor** and **online** advertising.

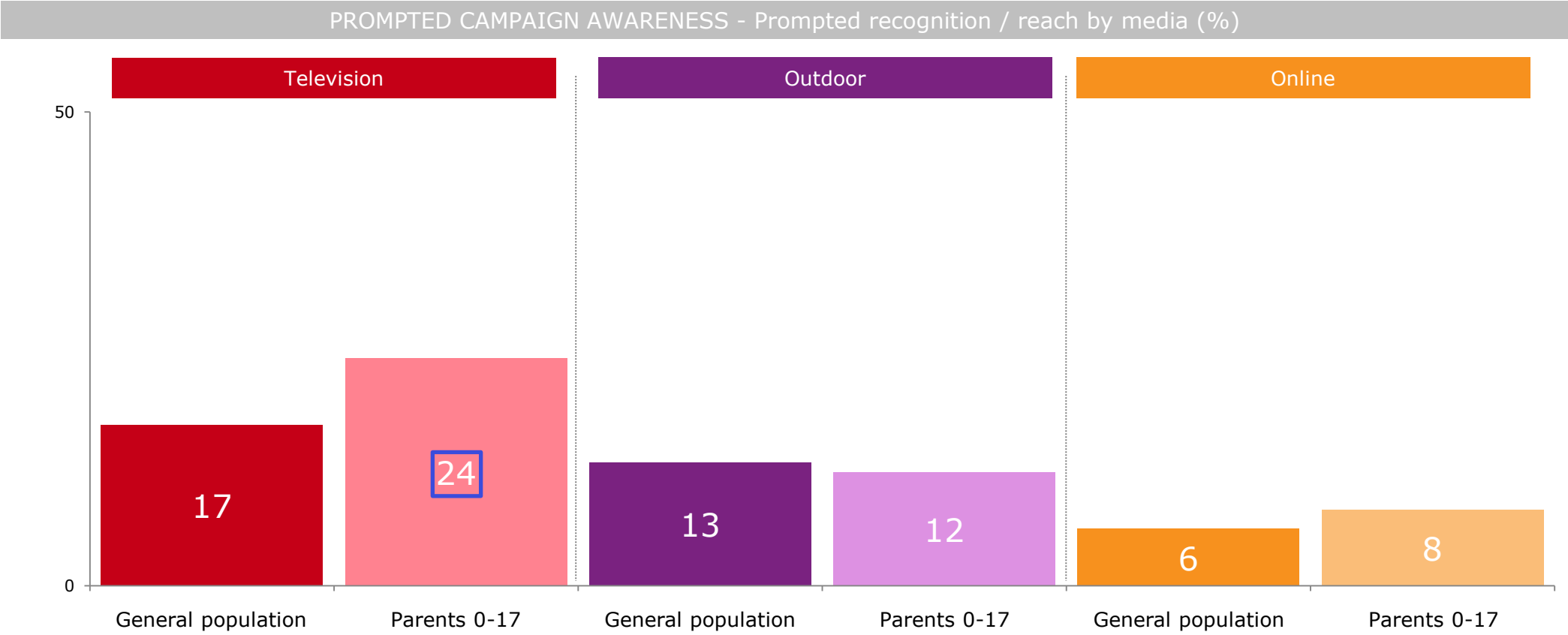
PROMPTED CAMPAIGN AWARENESS - Prompted recognition / reach by media (%)



SOURCE: PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

BASE: General Population (Dip + Tracking samples): n=615

Parents of 0-17 year olds were **significantly more likely to recall the television ad**, compared to the general population.

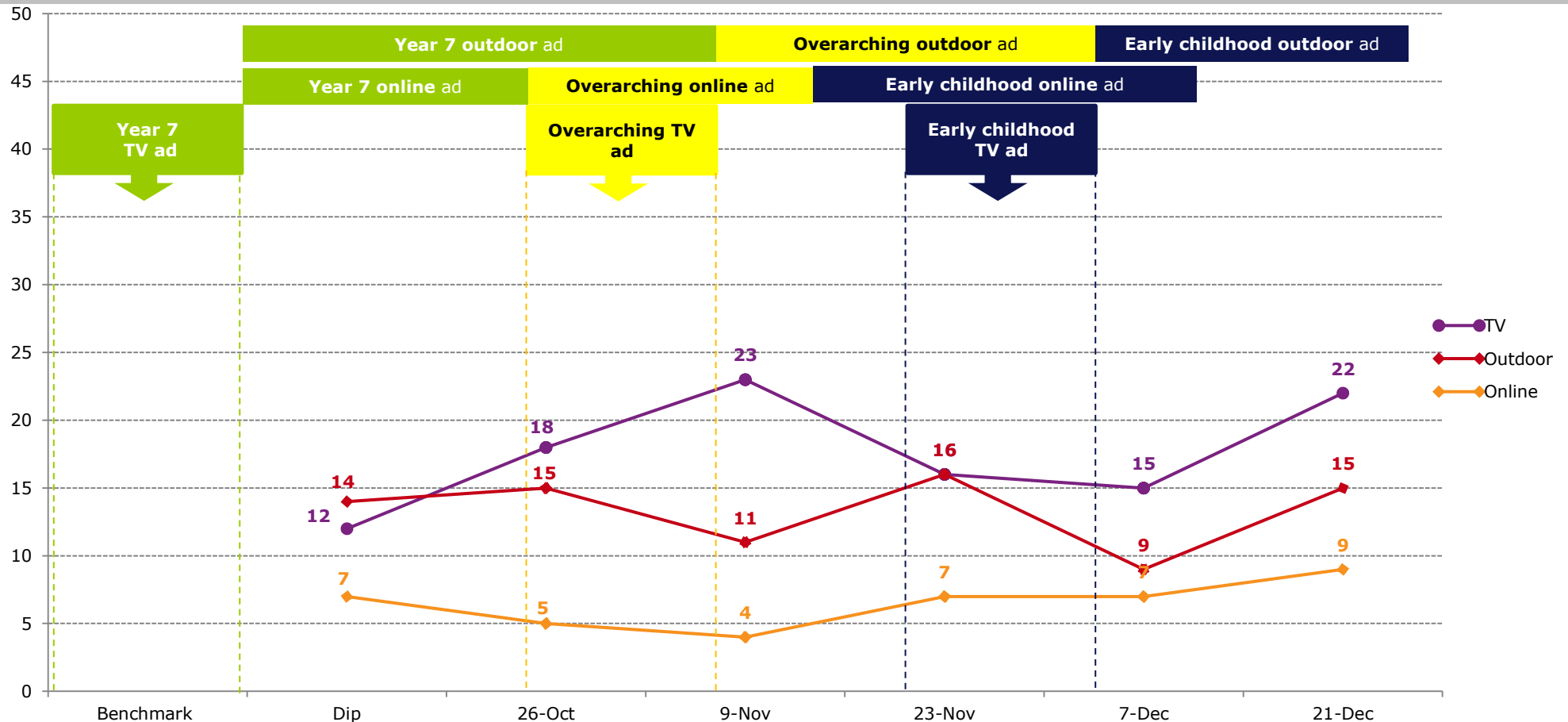


SOURCE: PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

BASE: General Population (Dip + Tracking samples): n=615; Parents 0-17 n=277

Recall of **television** advertising peaked following the overarching ad phase, indicating its higher ability, over the early childhood ad phase, to cut through to the target audience.

PROMPTED CAMPAIGN AWARENESS - Prompted recognition / reach by media by time period (%)



SOURCE: PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

BASE: General Population n=111; General Population W3 n=100; General Population W4 n=103; General Population W5 n=100

Television and online channels were equally efficient in their ability to reach the target audience in relation to their share of media spend. Outdoor advertising was considerably less efficient.

	Total tracking n=504	TV n=504	Outdoor n=504	Online n=504
Ad spend	\$206,542	\$75,411	\$104,035	\$27,095

SOURCE: PR1a – 8a. Had you ... seen this television advert before today ... seen this poster over the past few months or so ... seen this online advert over the past few months or so?

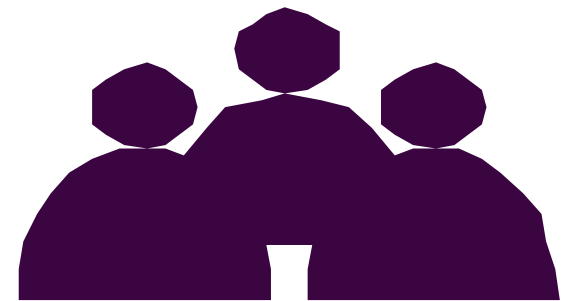
BASE: General Population (Dip + Tracking samples): n=615

NOTE: Net Target Reach calculated based on Total General Population 18-65: 1,428,548

campaign impact...

What effect has the campaign had on awareness, knowledge and support for school reform in WA?

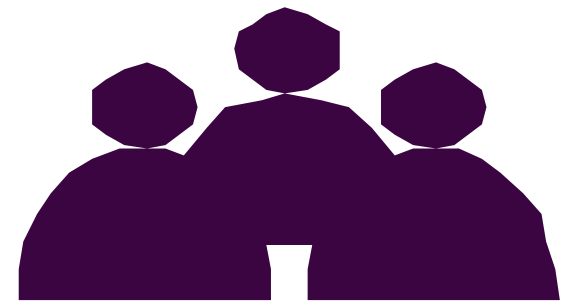
What impact has the campaign had on perceptions around the education reform?



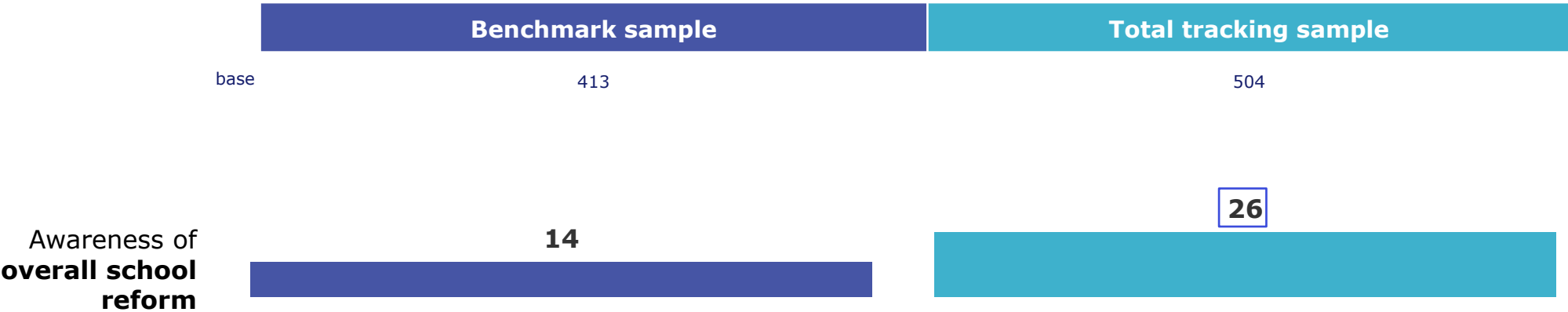
campaign impact...

What effect has the campaign had on awareness, knowledge and support for school reform in WA?

What impact has the campaign had on perceptions around the education changes/initiatives?



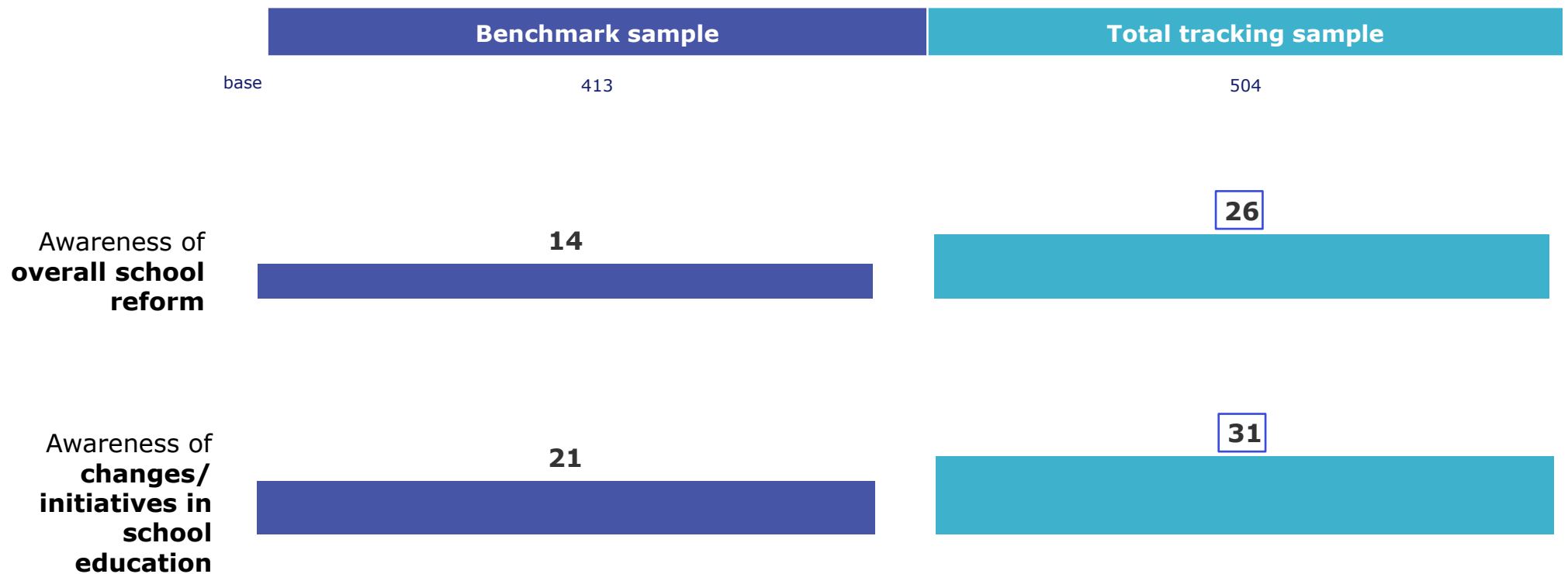
The campaign has contributed to a **12% increase in awareness of the overall reform to school education** in Western Australia, among the general community.



SOURCE: : AA1. Are you aware of any changes and/or initiatives that are taking place in school education in Western Australia?
J1. Overall, were you aware, before today, that all of the above mentioned changes and initiatives are part of the largest ever reform to school education in Western Australia?



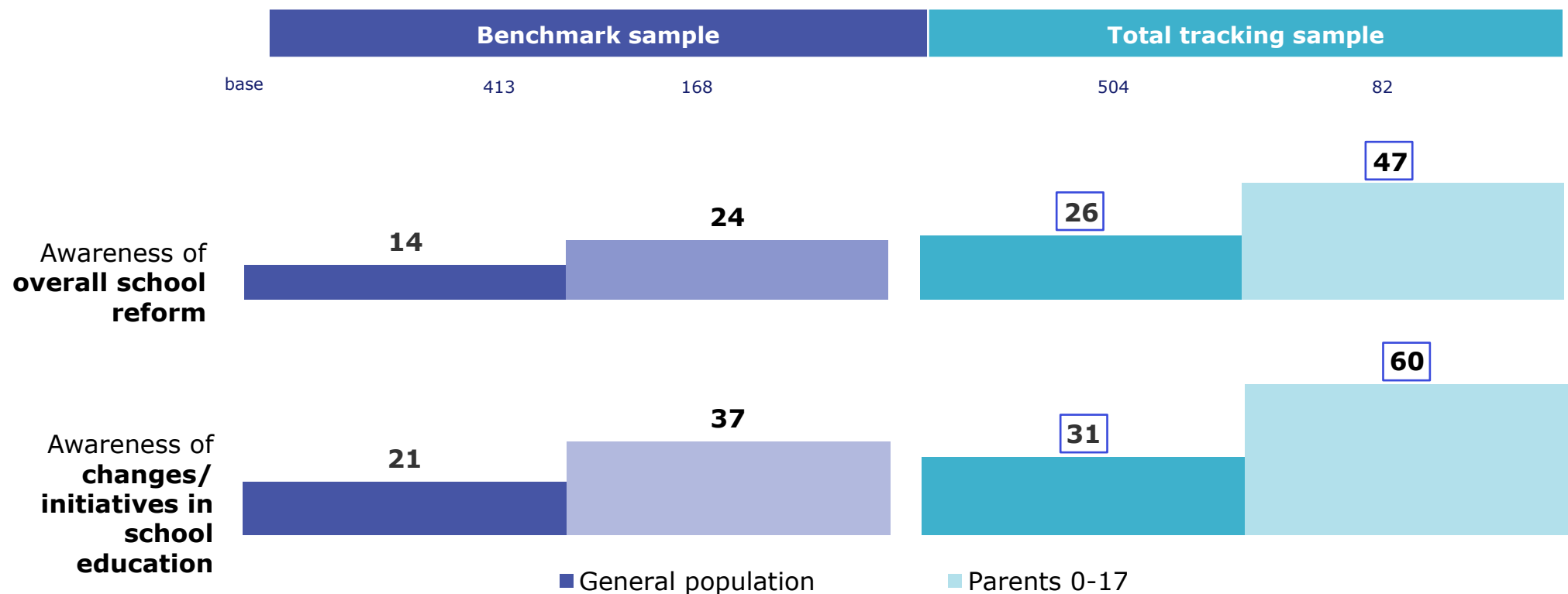
It has also achieved a **10% increase** in the number of community members **spontaneously aware** of changes/initiatives taking place in school education in Western Australia.



SOURCE: : AA1. Are you aware of any changes and/or initiatives that are taking place in school education in Western Australia?

J1. Overall, were you aware, before today, that all of the above mentioned changes and initiatives are part of the largest ever reform to school education in Western Australia?

The campaign, not surprisingly, has achieved **greater results among parents with children 0-17**, with awareness increasing by nearly one quarter (23%) across both areas.

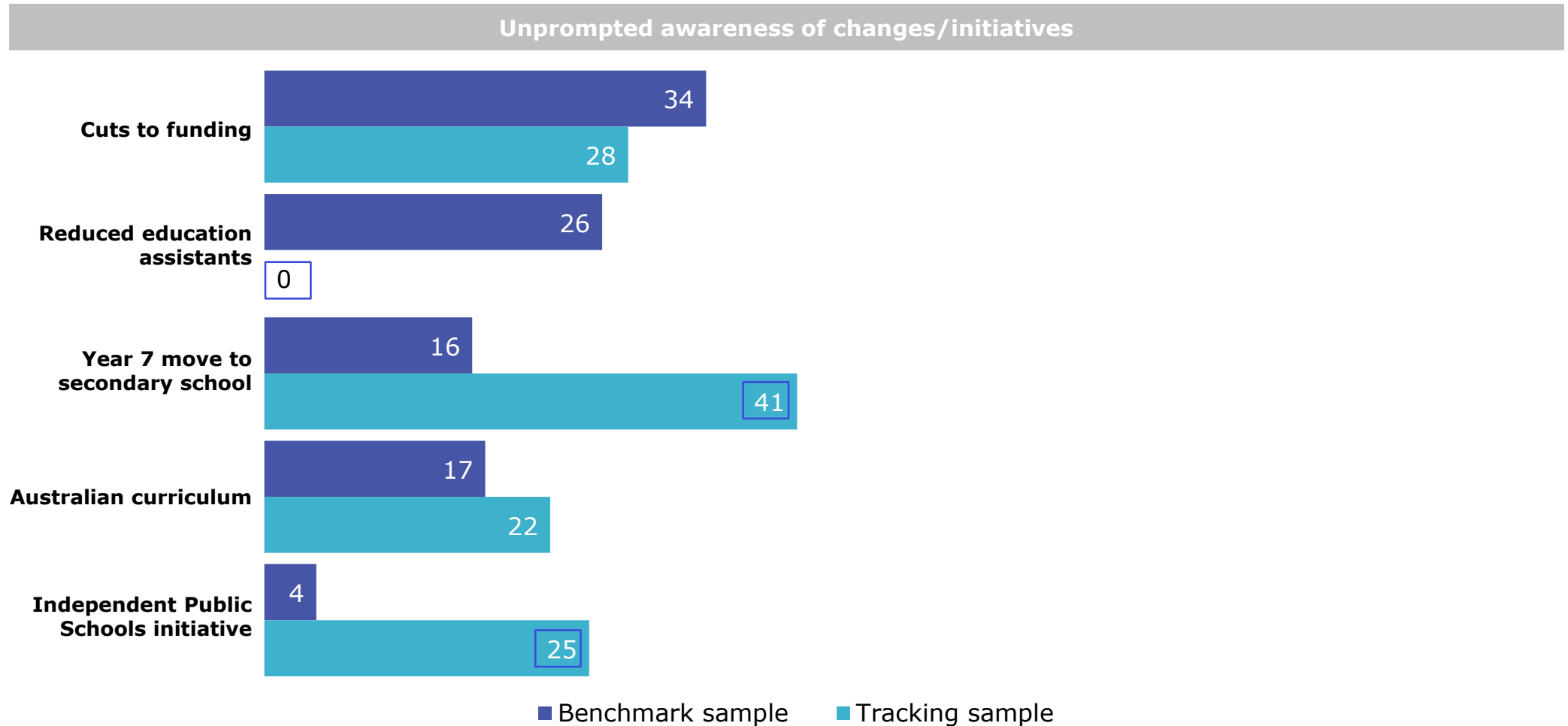


SOURCE: : AA1. Are you aware of any changes and/or initiatives that are taking place in school education in Western Australia?

J1. Overall, were you aware, before today, that all of the above mentioned changes and initiatives are part of the largest ever reform to school education in Western Australia?

NOTE: Significant difference calculated based on differences between benchmark sample and tracking sample.

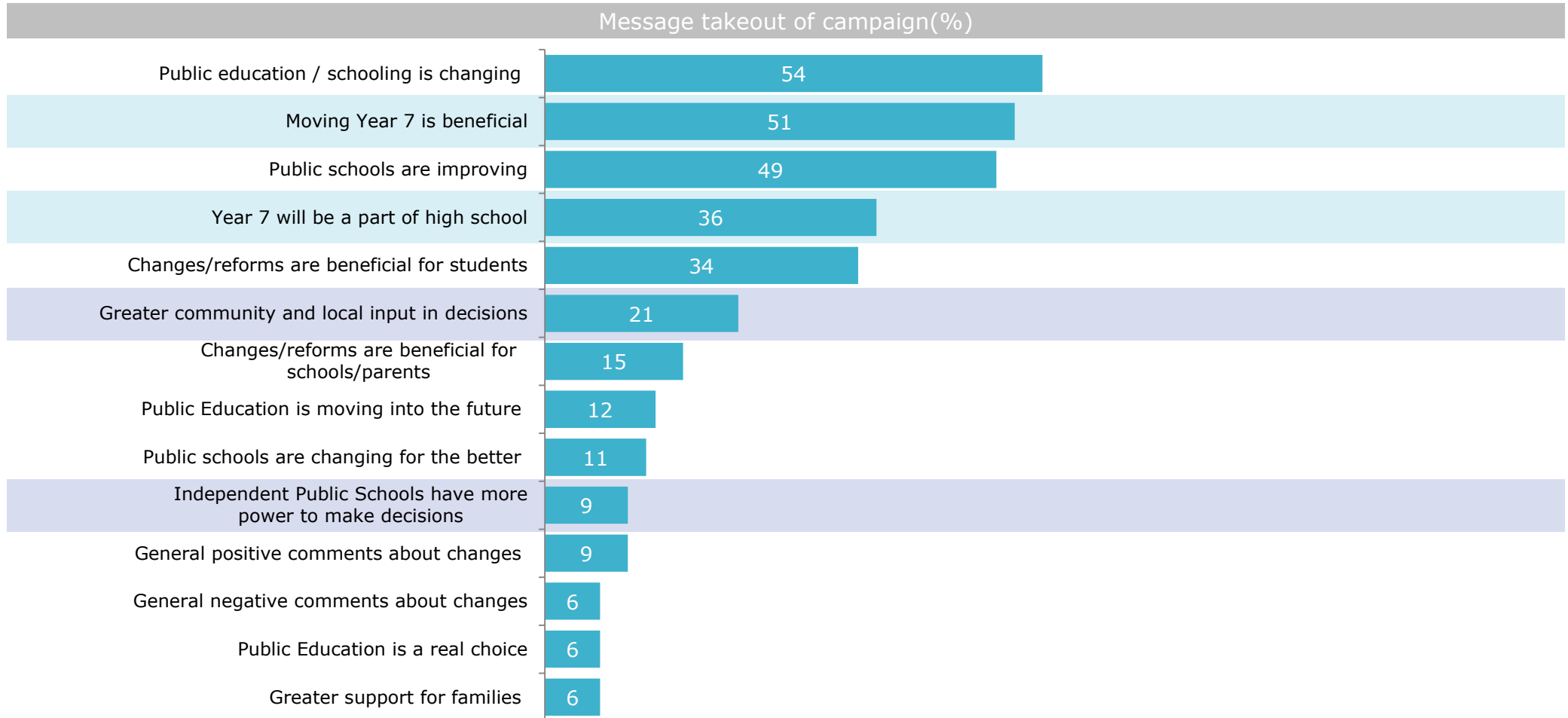
The campaign has also **significantly increased spontaneous awareness** of the Year 7 move to secondary school and the Independent Public Schools initiative, among the community.



SOURCE AA2. Can you briefly describe these changes and/or initiatives?

BASE: Those aware of changes/ initiatives Benchmark sample (n=88); Total Tracking sample(n=105)

This is attributable to the campaign specifically communicating these messages...



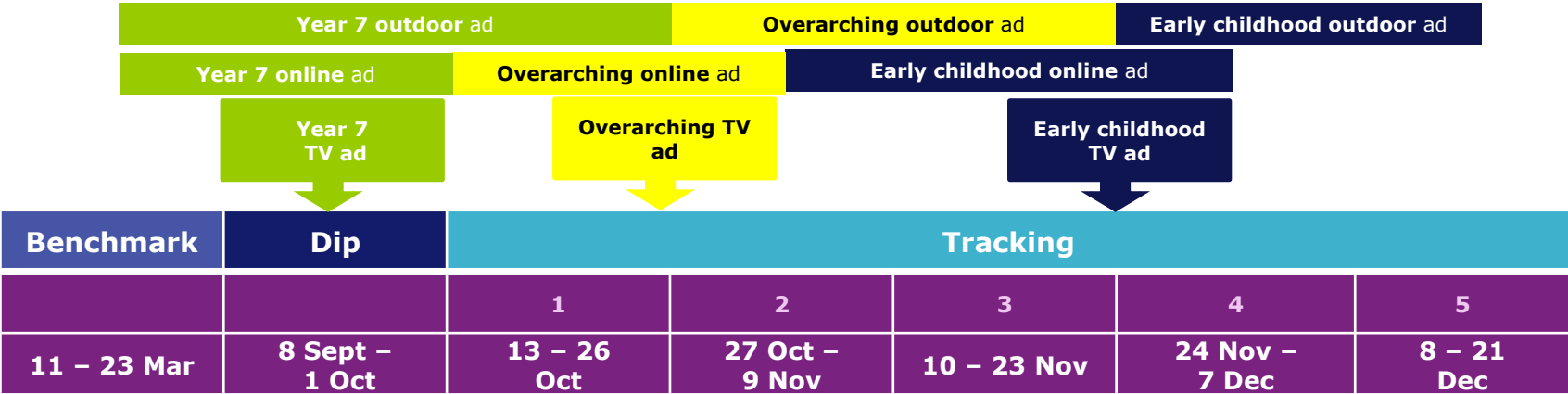
SOURCE: PR1c./2d/3d/4c/5c/7d/8c What do you think are the main messages the television/outdoor/online ad is trying to get across?

BASE: General Population (Dip + Tracking samples): n=615

NOTE: Message greater than 5% shown only

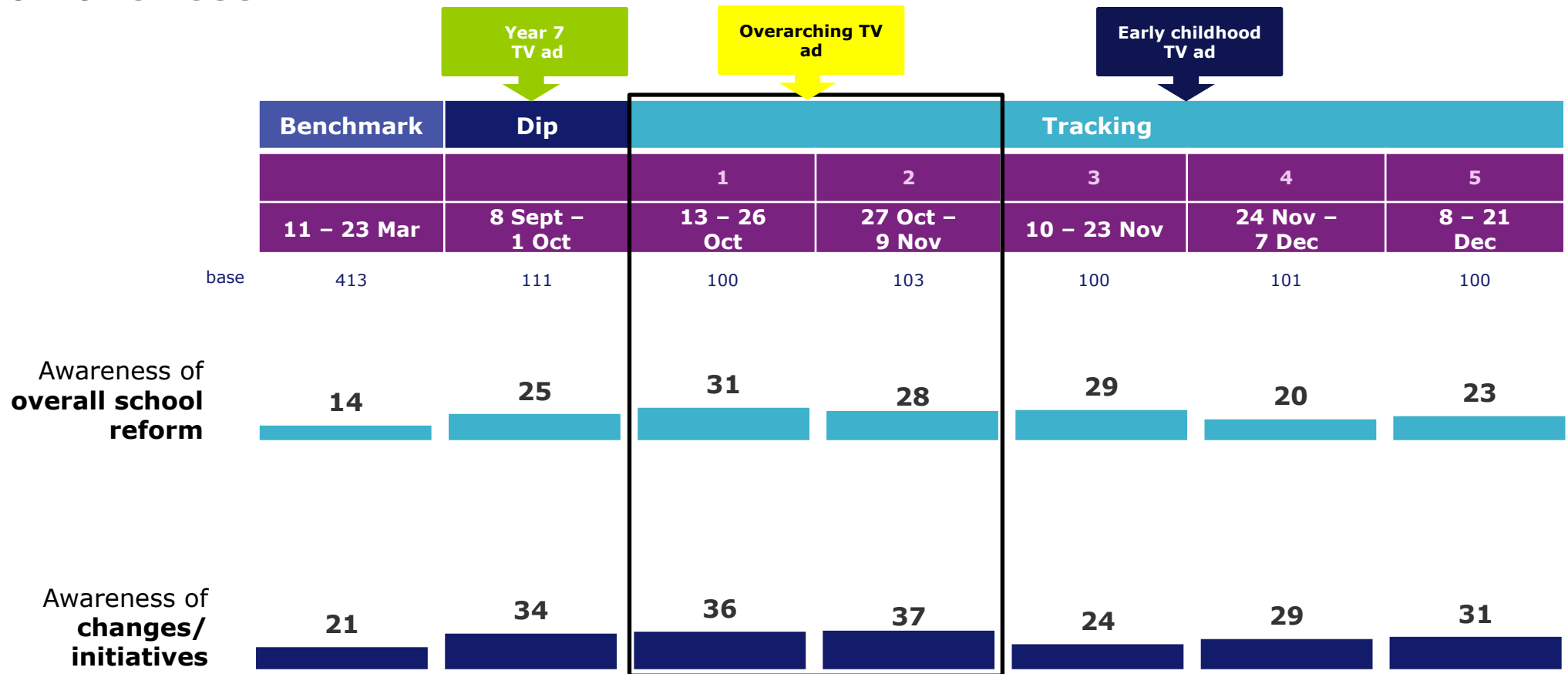
Campaign reach was analysed by looking at the TV, outdoor and online ad phases. The research identifies TV as the lead medium, with the outdoor and online ads providing little additional impact.

This trend is also found when analysing awareness, knowledge and support. Therefore, it is more pertinent to talk about awareness, knowledge and support in terms of the TV ads, than in terms of the overall ad phases as it provides a more distinct picture.



SOURCE: AA1. Are you aware of any changes and/or initiatives that are taking place in school education in Western Australia?
 J1. Overall, were you aware, before today, that all of the above mentioned changes and initiatives are part of the largest ever reform to school education in Western Australia?

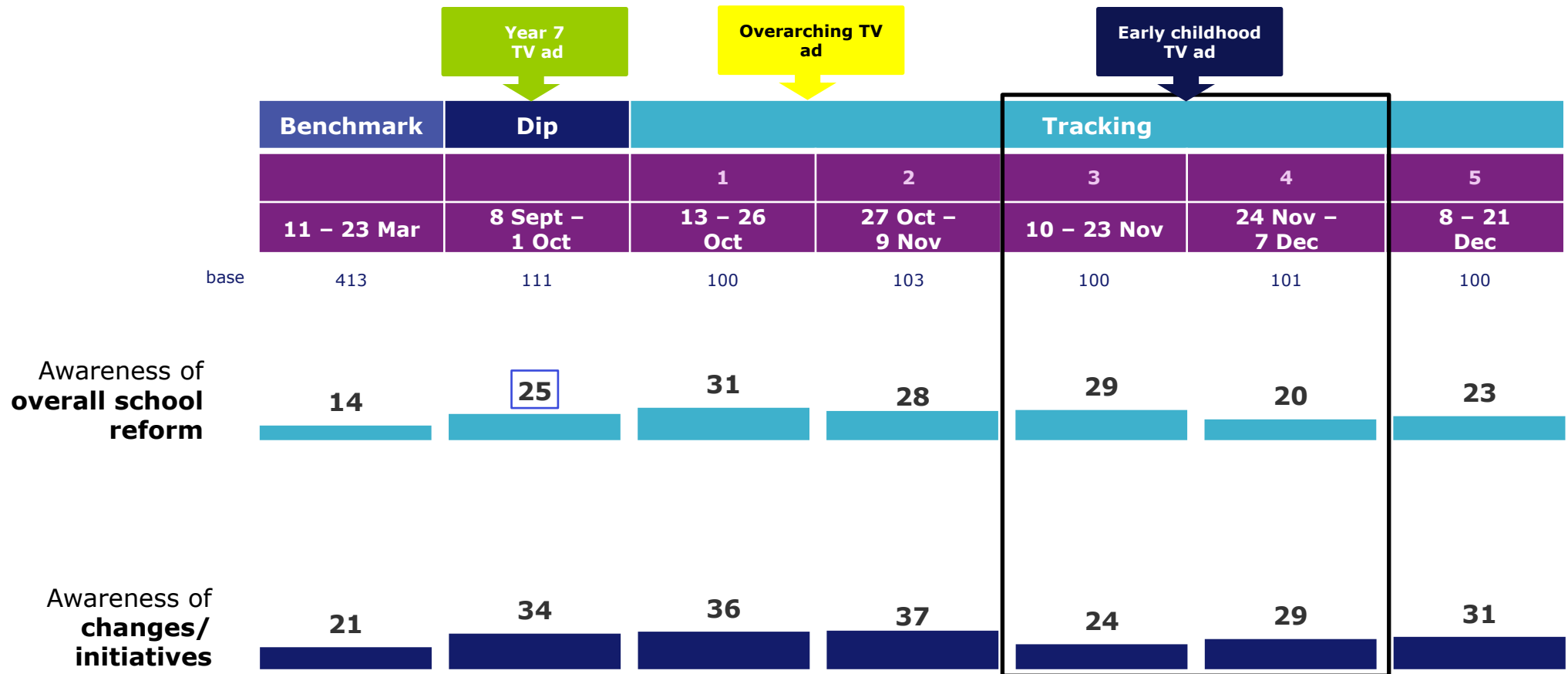
Awareness of the overall reform and the changes/initiatives **peaked while the overarching TV ad was in market** indicating a direct link between the overarching TV ad and overall awareness.



SOURCE: AA1. Are you aware of any changes and/or initiatives that are taking place in school education in Western Australia?

J1. Overall, were you aware, before today, that all of the above mentioned changes and initiatives are part of the largest ever reform to school education in Western Australia?

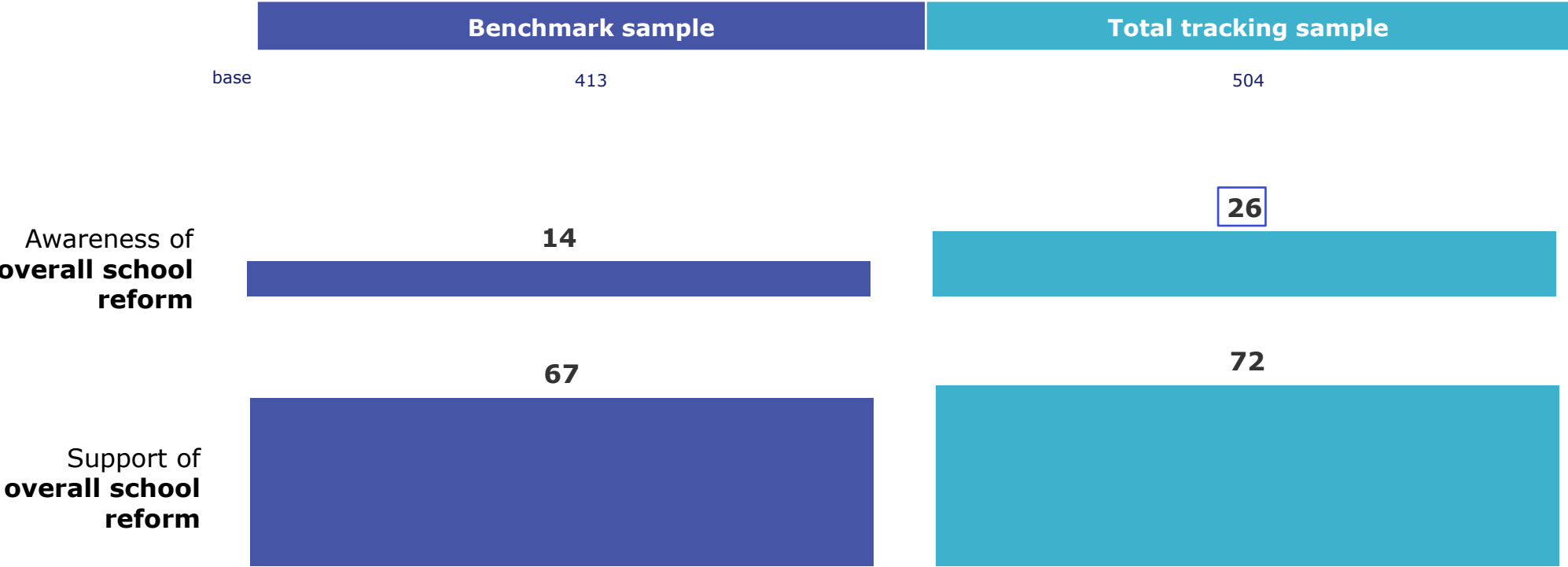
The **early childhood TV ad appears to have little additional impact** on overall awareness levels, particularly around awareness of overall school reform.



SOURCE: AA1. Are you aware of any changes and/or initiatives that are taking place in school education in Western Australia?

J1. Overall, were you aware, before today, that all of the above mentioned changes and initiatives are part of the largest ever reform to school education in Western Australia?

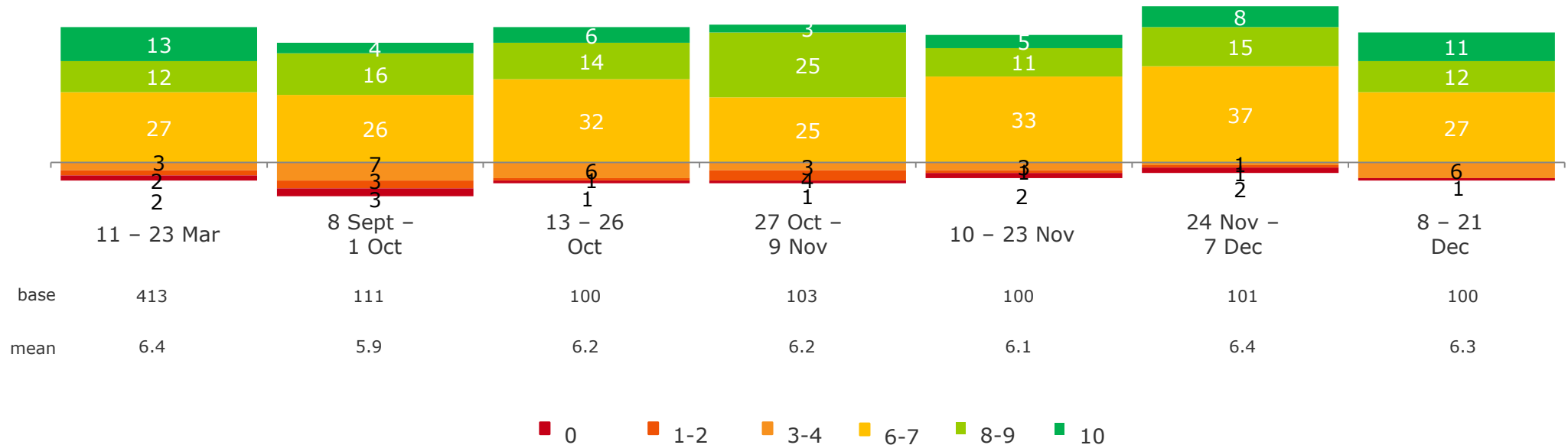
Despite the campaign contributing to a 12% increase in awareness of the overall reform, there has been **no significant increase in support for the overall school reform.**



SOURCE: : AA1. Are you aware of any changes and/or initiatives that are taking place in school education in Western Australia?
J1. Overall, were you aware, before today, that all of the above mentioned changes and initiatives are part of the largest ever reform to school education in Western Australia?

There has also been **no significant change in community perceptions** of the impact of these changes/initiatives on public schooling in WA.

Impact of changes and initiatives on perceptions of public schooling in WA

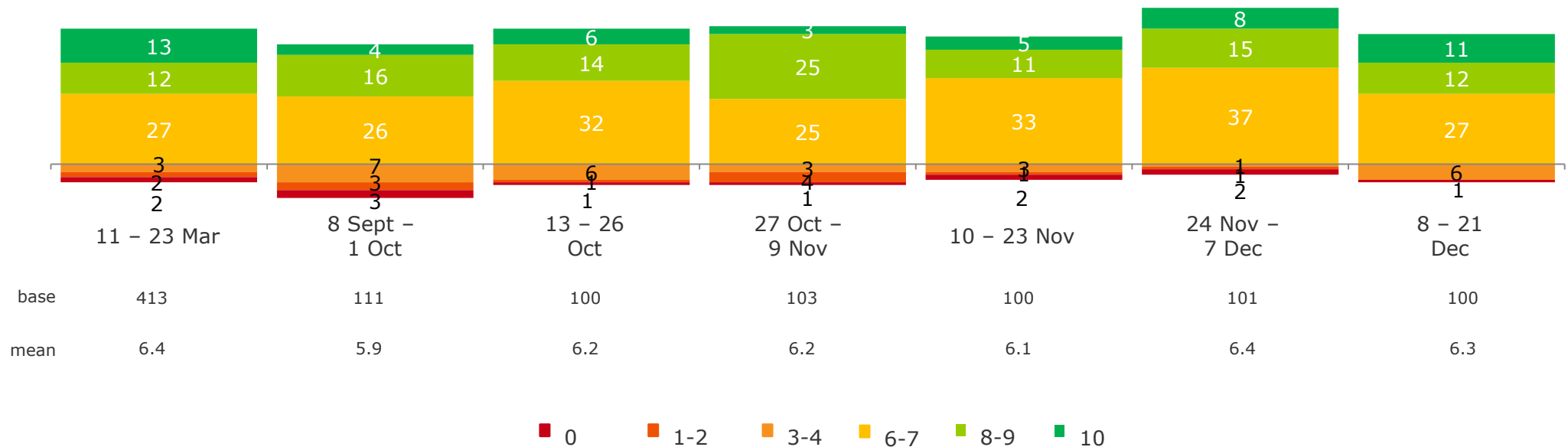


SOURCE: J3a. To what extent do these changes and initiatives impact on your perception of public schools in WA?

This indicates that the campaign is effectively delivering on its 'awareness raising' purpose

...but is **not yet persuading more community members in a sustainable way.**

Impact of changes and initiatives on perceptions of public schooling in WA

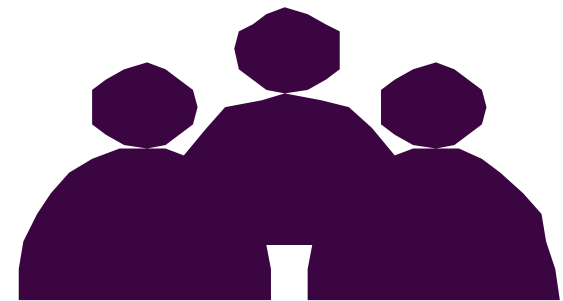


SOURCE: J3a. To what extent do these changes and initiatives impact on your perception of public schools in WA?

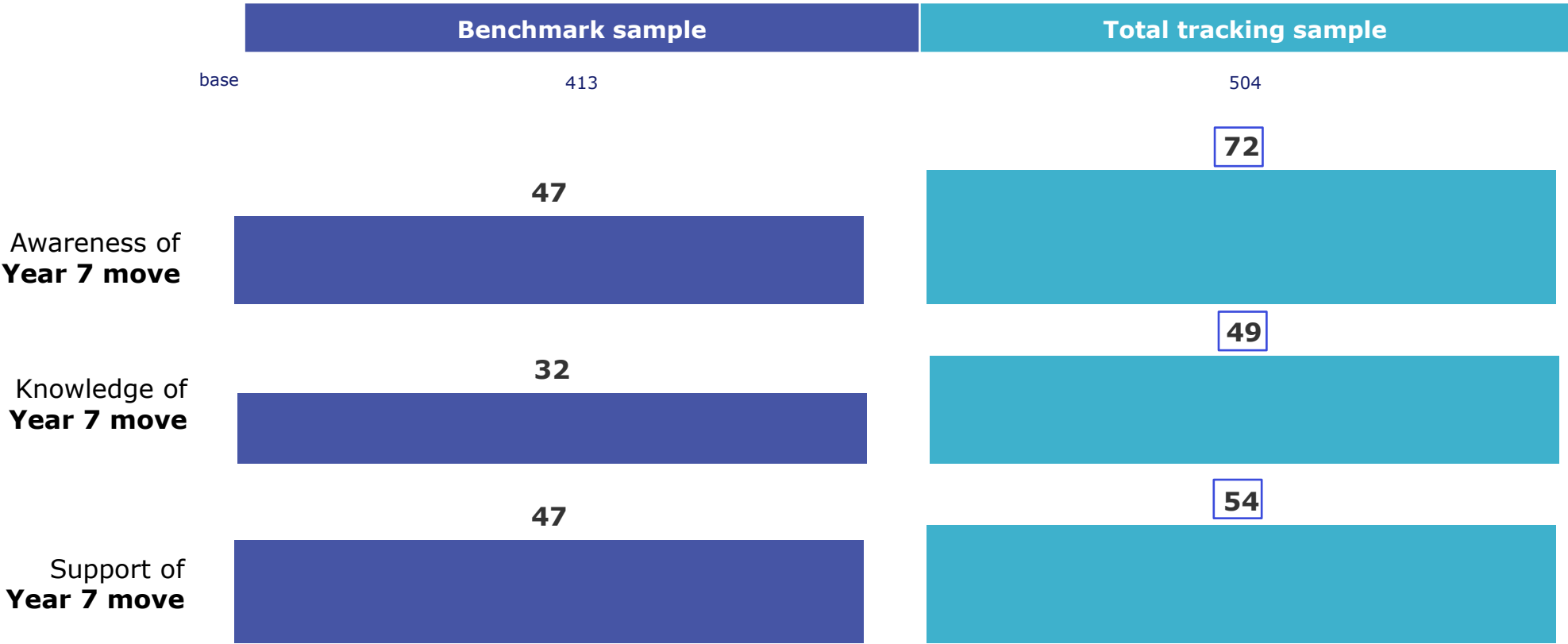
campaign impact...

What effect has the campaign had on awareness, knowledge and support for school reform in WA?

What impact has the campaign had on perceptions around the education changes/initiatives?



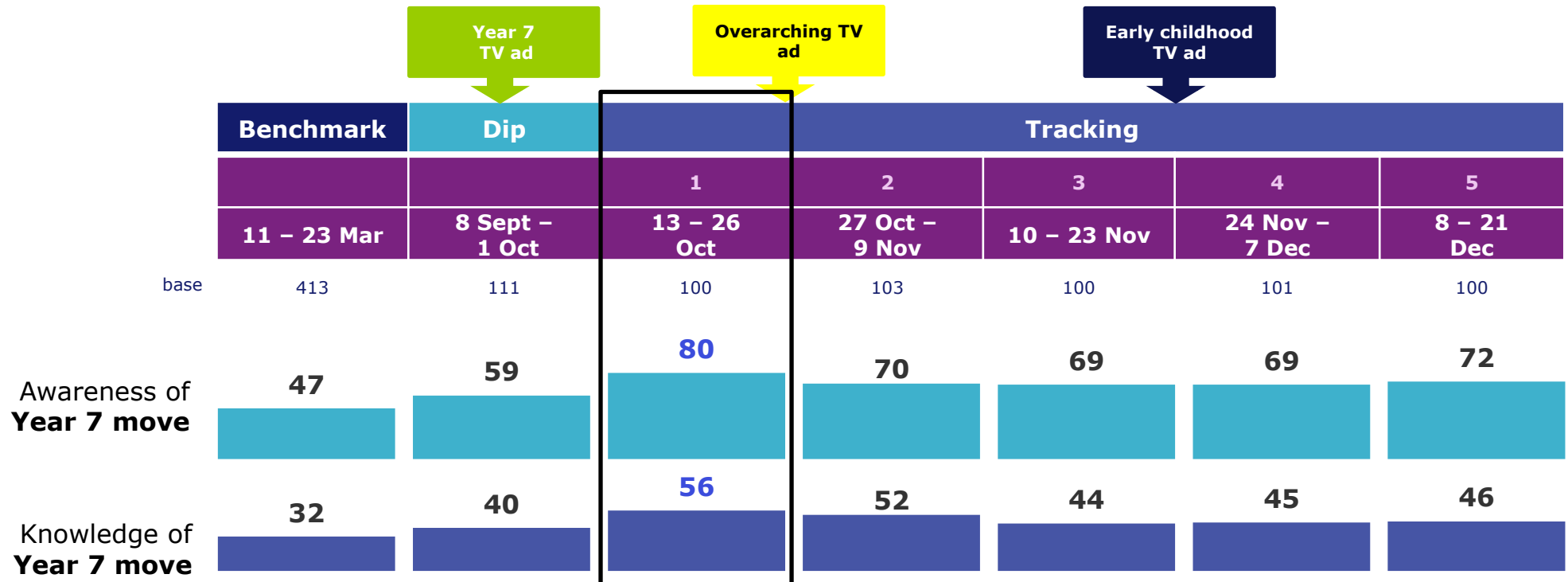
The campaign has contributed to a **significant increase in awareness, knowledge and support for the Year 7 move** to secondary school.



SOURCE: E1. Before today, were you aware... [From 2015, Year 7 will be part of secondary school in all WA public schools]
NOTE: Knowledge and Support measured as net 6-10/10



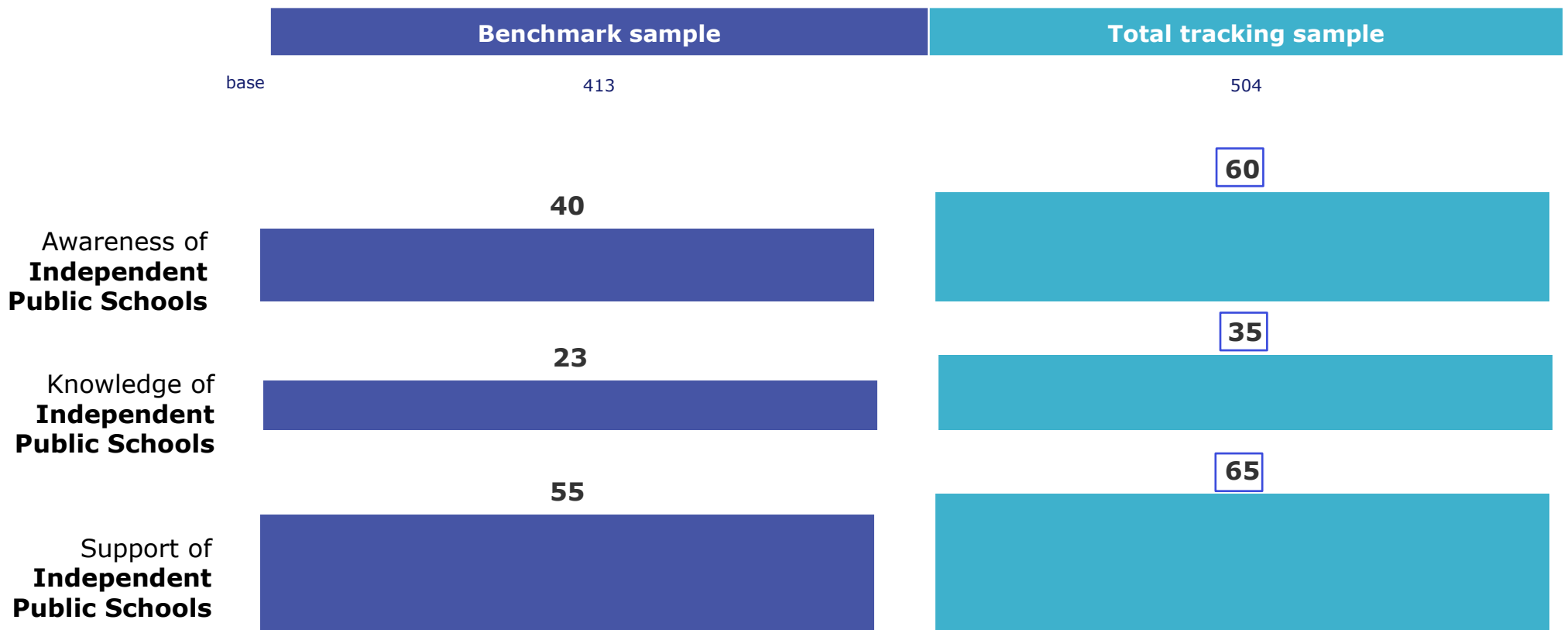
Awareness and knowledge experienced a **peak following Year 7 TV ads** highlighting the link between delivering specific messages and impact on awareness and knowledge.



SOURCE: E1. Before today, were you aware... [From 2015, Year 7 will be part of secondary school in all WA public schools]

NOTE: Knowledge and Support measured as net 6-10/10

The campaign also has contributed to a **significant increase in awareness, knowledge and support for the Independent Public Schools** initiative.

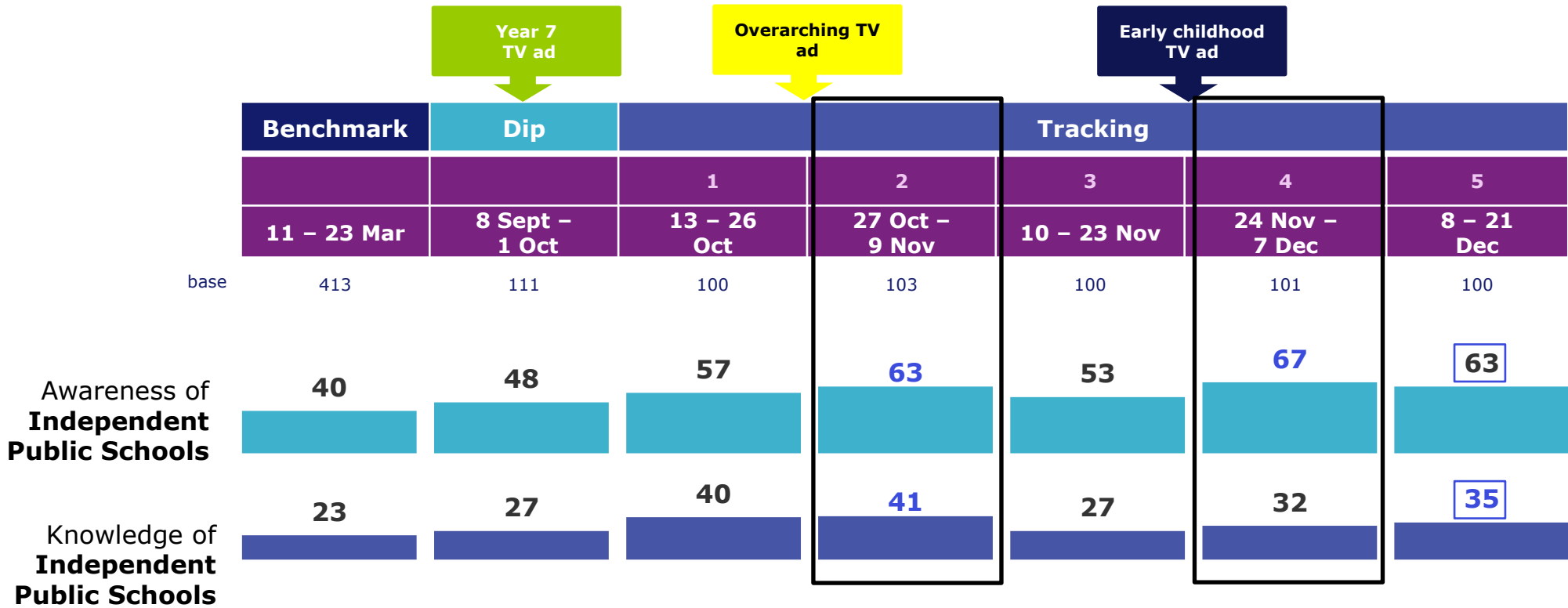


SOURCE: A1. Before today, were you aware... [Independent Public Schools have been operating in Western Australia for the last four years]

NOTE: Knowledge and Support measured as net 6-10/10

Peaks in awareness and knowledge occur following **each TV burst.**

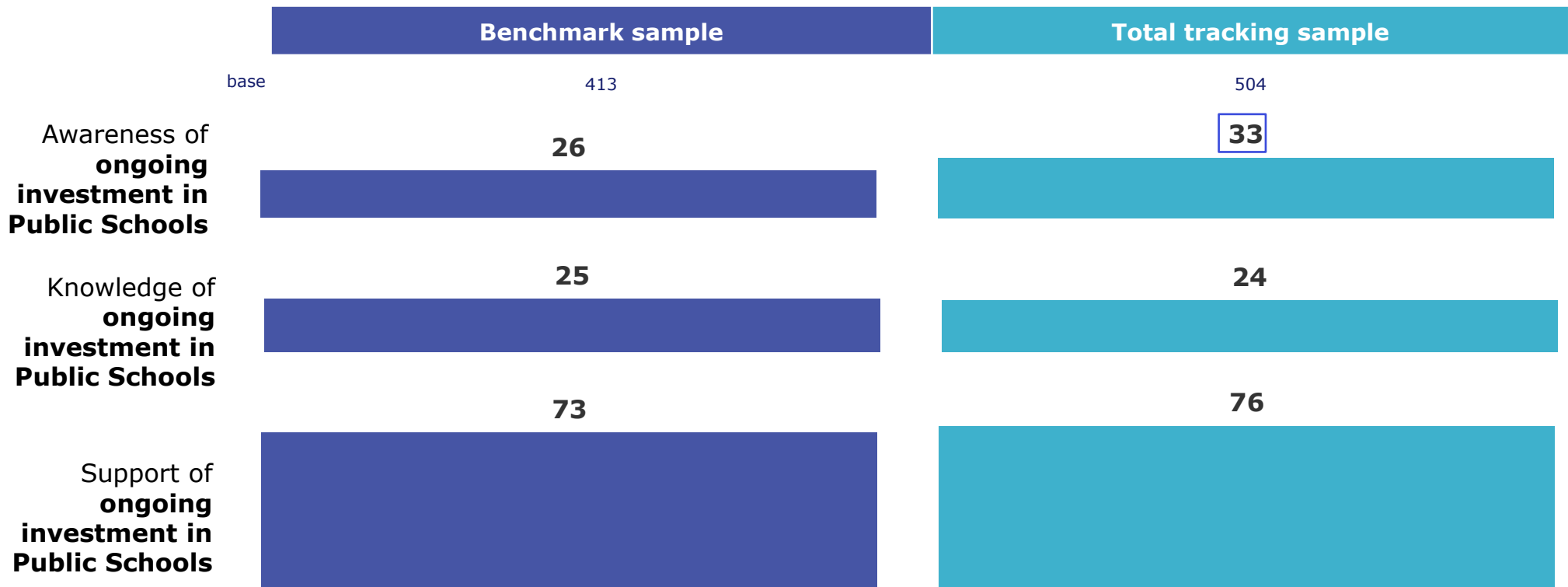
The early childhood TV ad is likely to have **worked synergistically with the overarching TV ad** to reinforce awareness and knowledge.



SOURCE: A1. Before today, were you aware... [Independent Public Schools have been operating in Western Australia for the last four years]
 NOTE: Knowledge and Support measured as net 6-10/10

The campaign has contributed to a **significant increase in awareness for ongoing investment in public schools**, but has had no significant impact on knowledge or support.

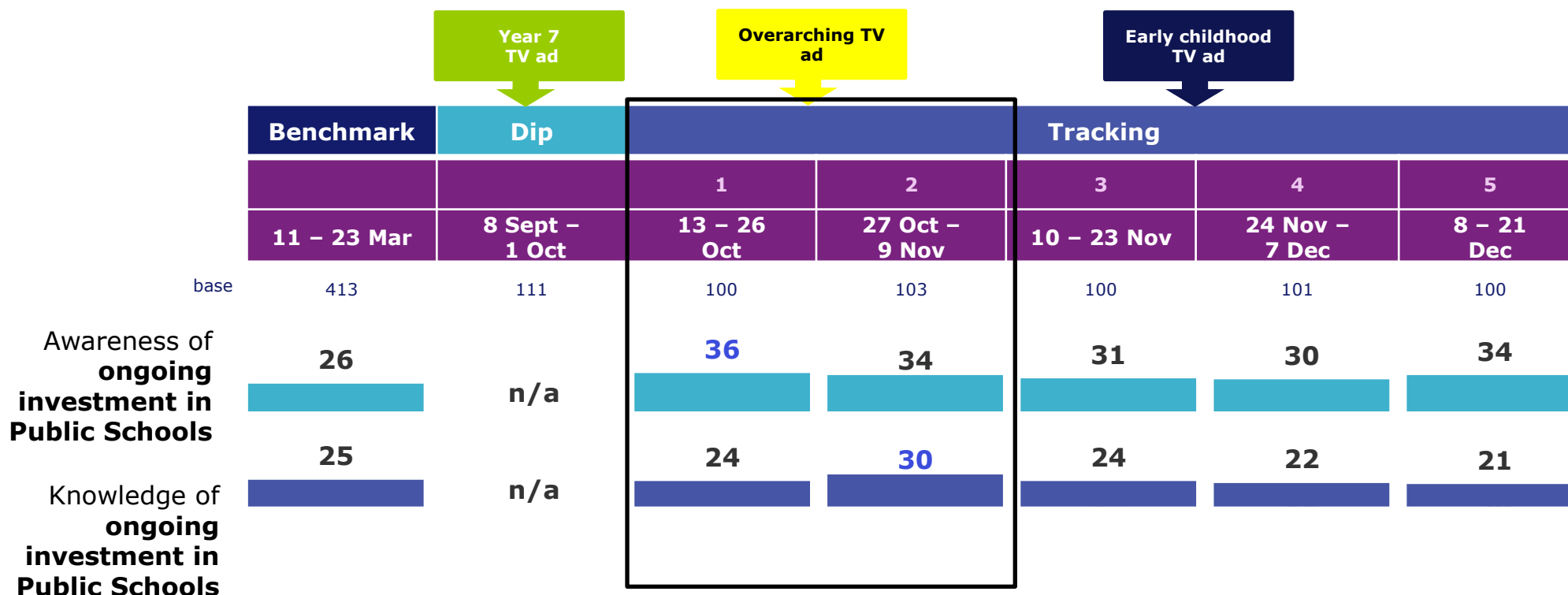
This is likely to be due to ongoing investment in public schools **not being a key message takeout from the ads**.



SOURCE: H1. Before today, were you aware... [New and replacement public schools were continually being built]

NOTE: Knowledge and Support measured as net 6-10/10

Awareness and knowledge peaked during and following the overarching TV ad.

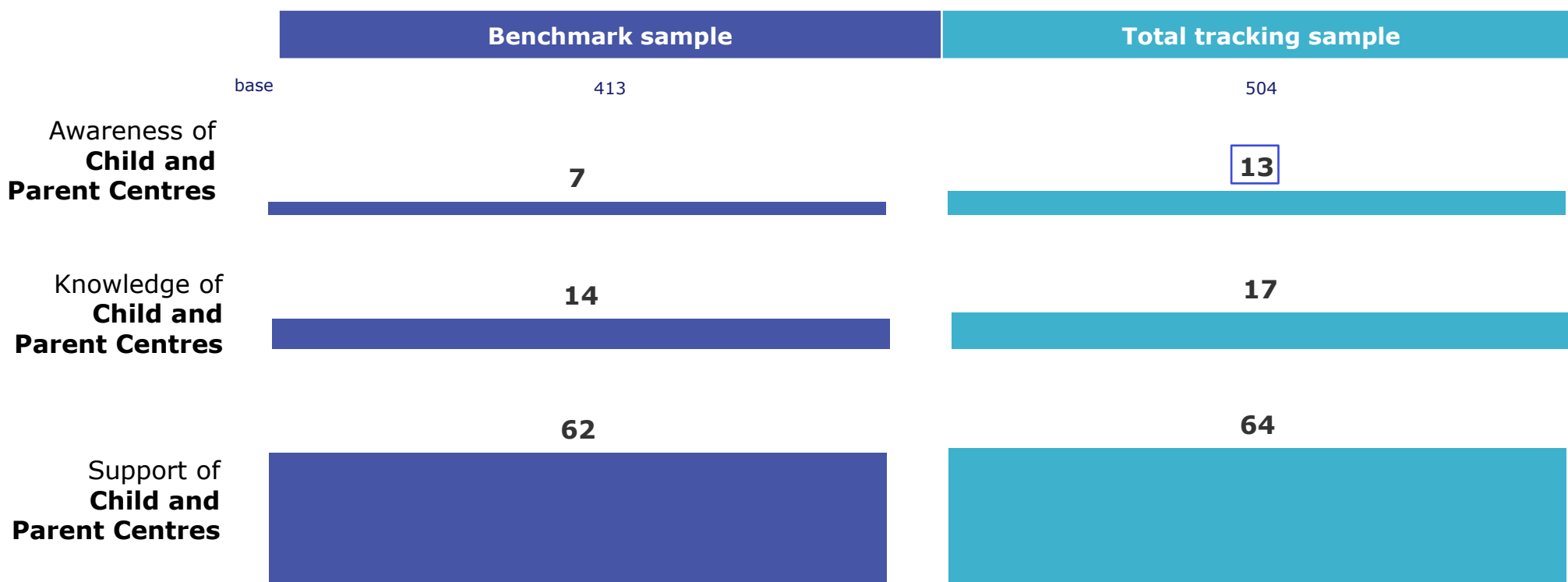


SOURCE: H1. Before today, were you aware... [New and replacement public schools were continually being built]

NOTE: Knowledge and Support measured as net 6-10/10

The campaign has contributed to a **significant increase in awareness for Child and Parent Centres**, but has had no significant impact on knowledge or support.

Again, this is likely to be due to Child and Parent Centres **not being a key message takeout from the TV ads**.

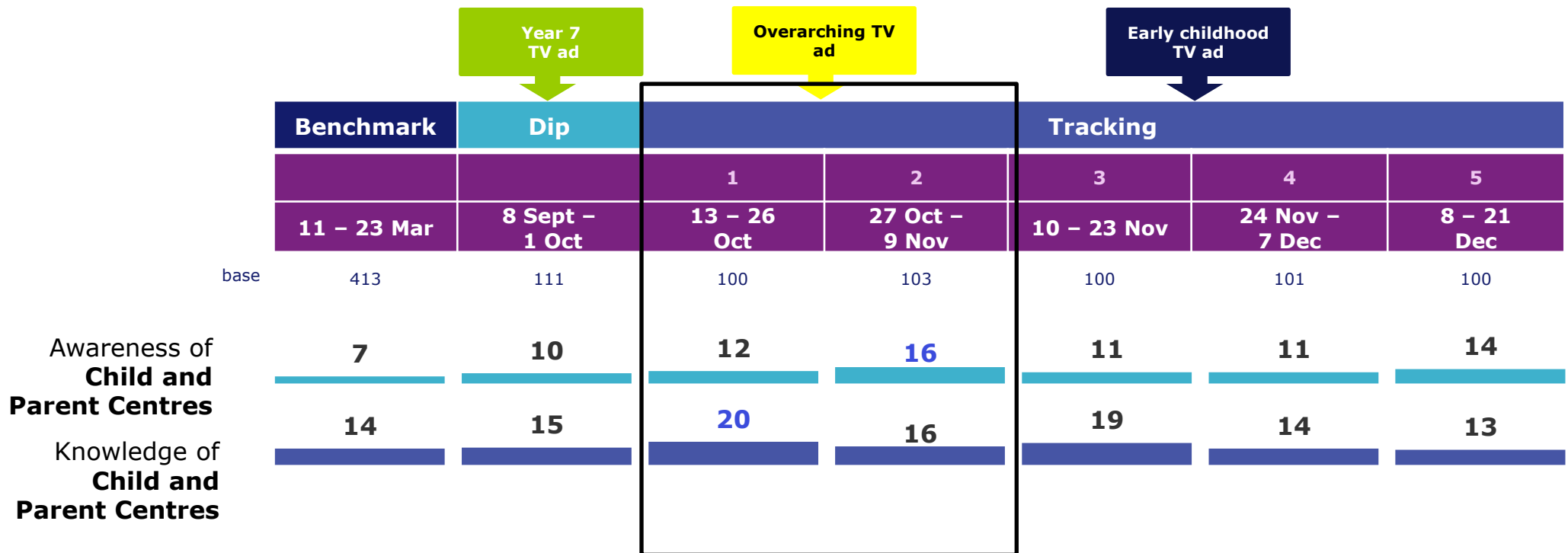


SOURCE: I1. Before today, were you aware... [Child and Parent Centres are opening at some public schools]

NOTE: Knowledge and Support measured as net 6-10/10

Awareness and knowledge peaked during and following the overarching TV ad.

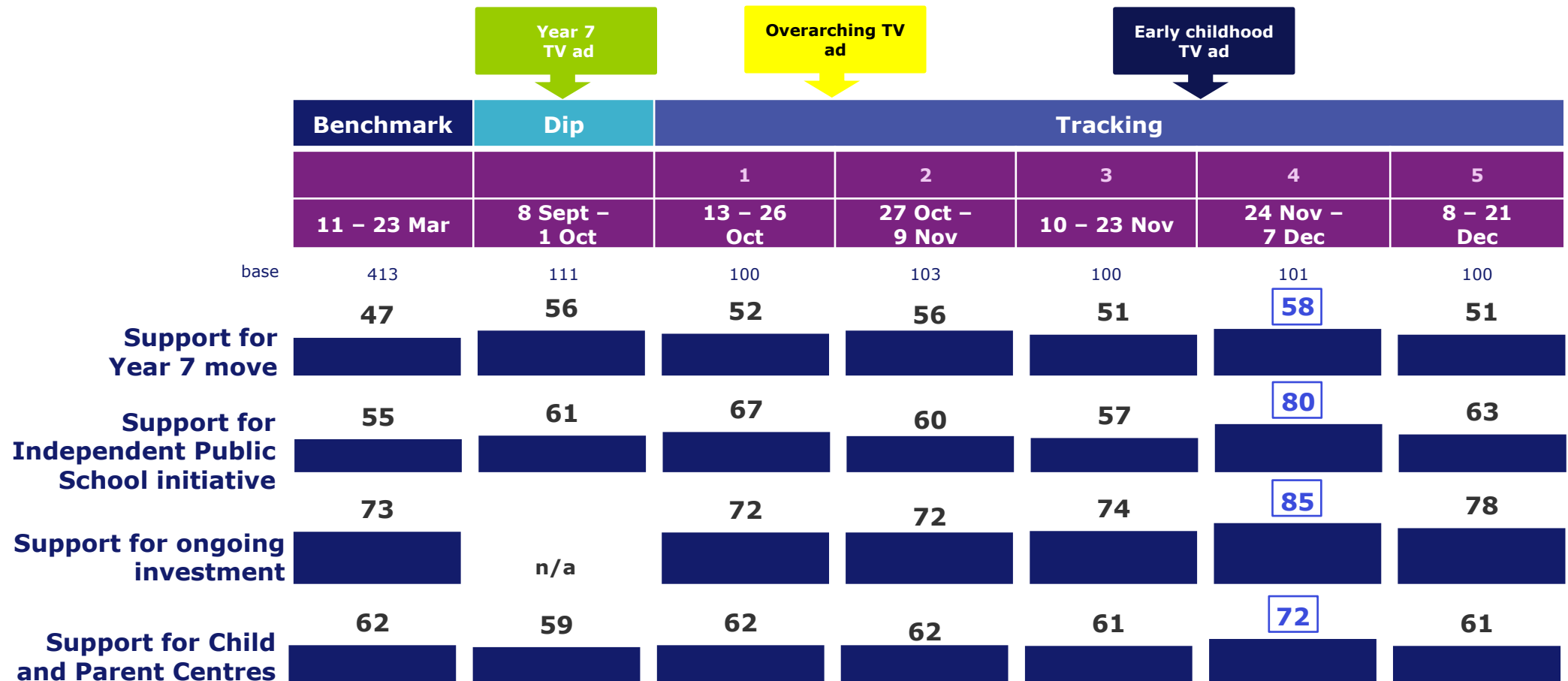
The early childhood TV ad appears to have little additional impact on awareness or knowledge.



SOURCE: I1. Before today, were you aware... [Child and parent centres are opening at some public schools]

NOTE: Knowledge and Support measured as net 6-10/10

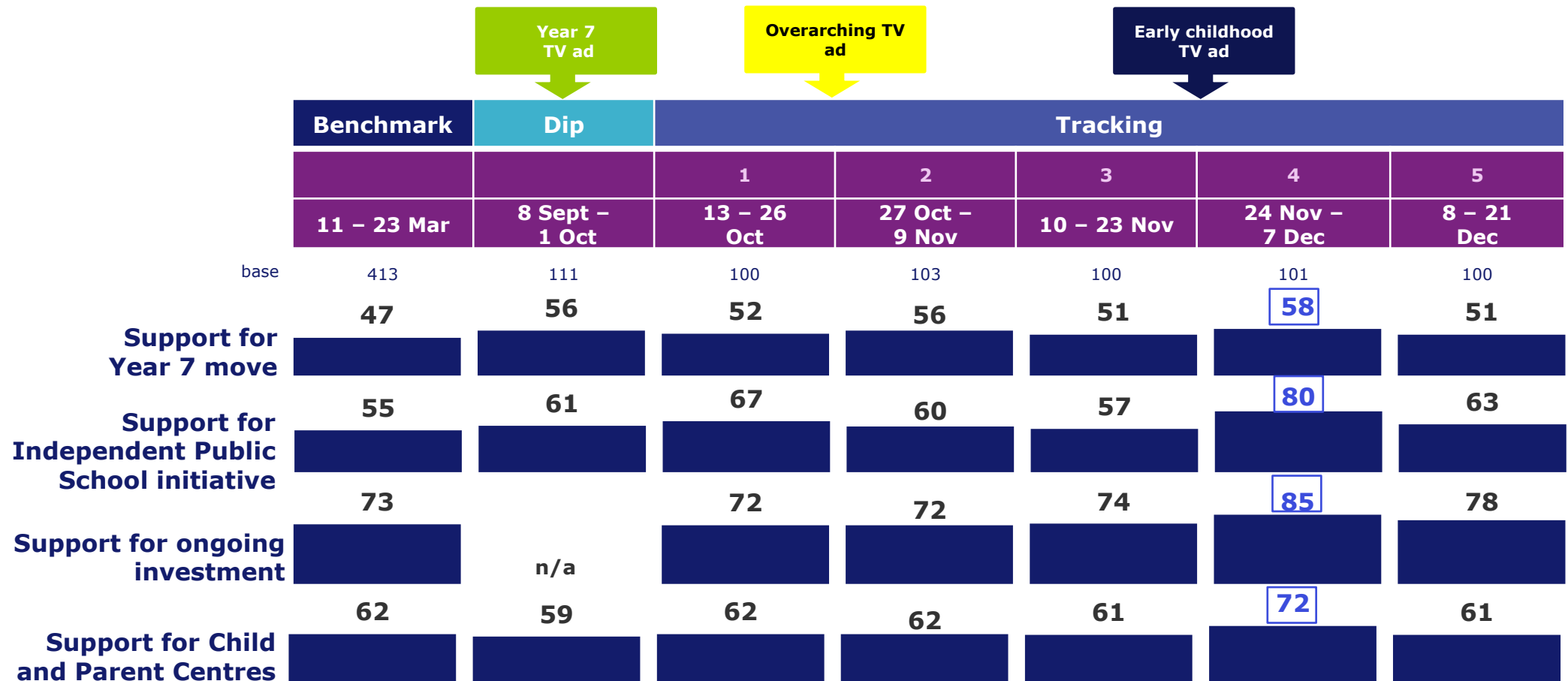
Support for all four initiatives was slow to build, and decayed quickly once the TV ads were off air.



SOURCE: A1/E1/H1/I1. To what extent do you support ...

NOTE: Support measured as net 6-10/10

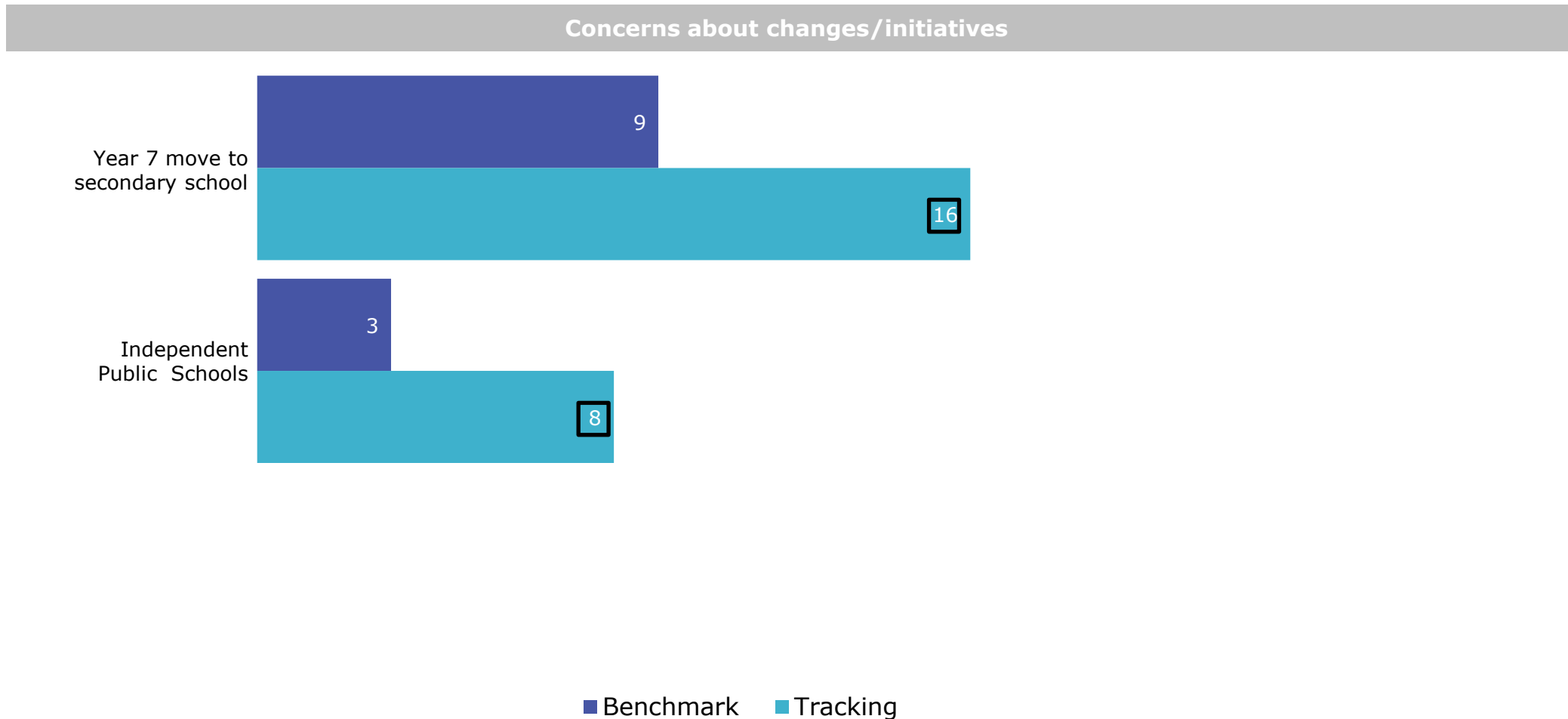
This is likely to be due to the informational (rather than persuasive) focus of the TV ads, as well as the relationship between increasing awareness and increasing concerns...



SOURCE: A1/E1/H1/I1. To what extent do you support ...

NOTE: Support measured as net 6-10/10

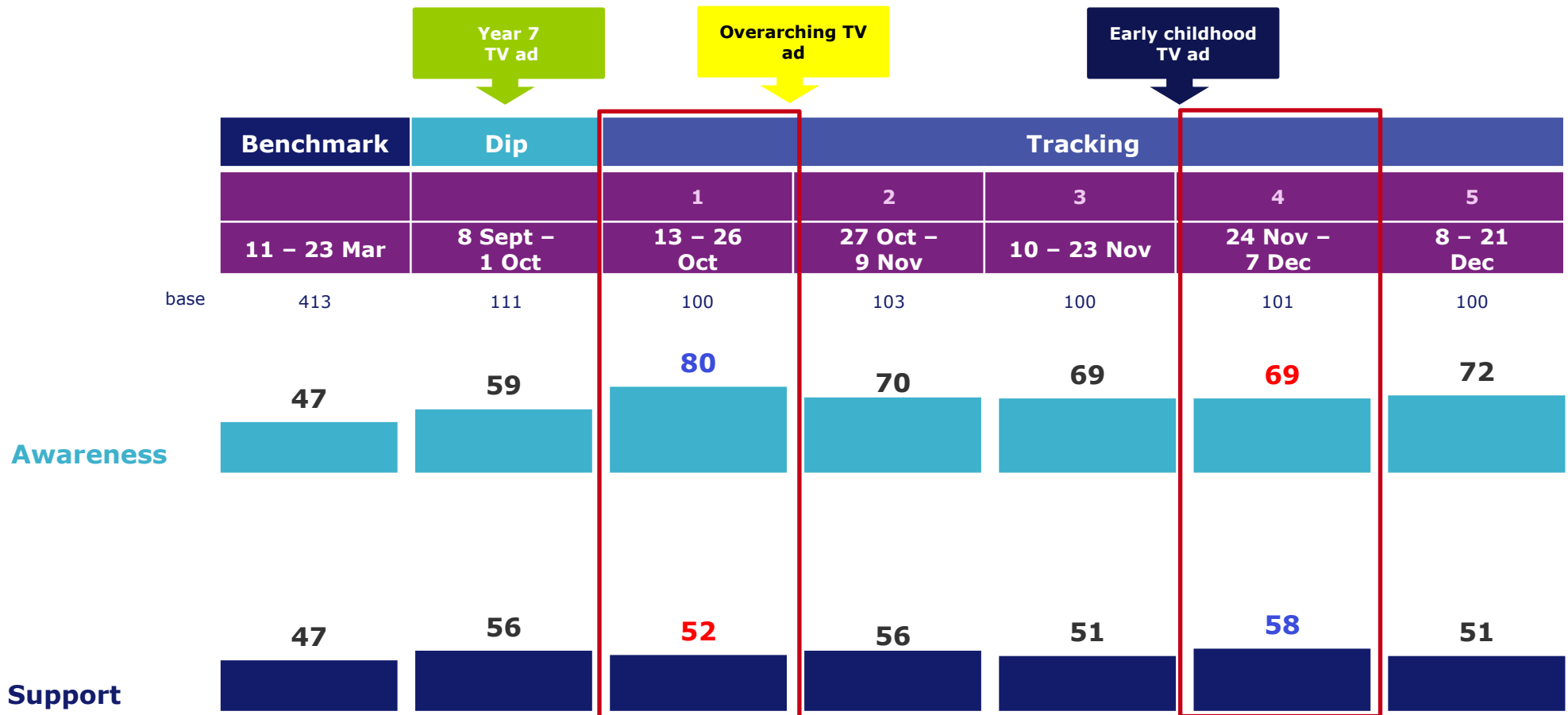
Increasing awareness around key initiatives also increases concerns around how the changes/initiatives, which in turn impacts on support.



SOURCE: J5. Do you have any concerns about these changes and initiatives?

BASE: Those concerned about changes/initiatives - Benchmark (n=319); Total tracking sample (n=430)

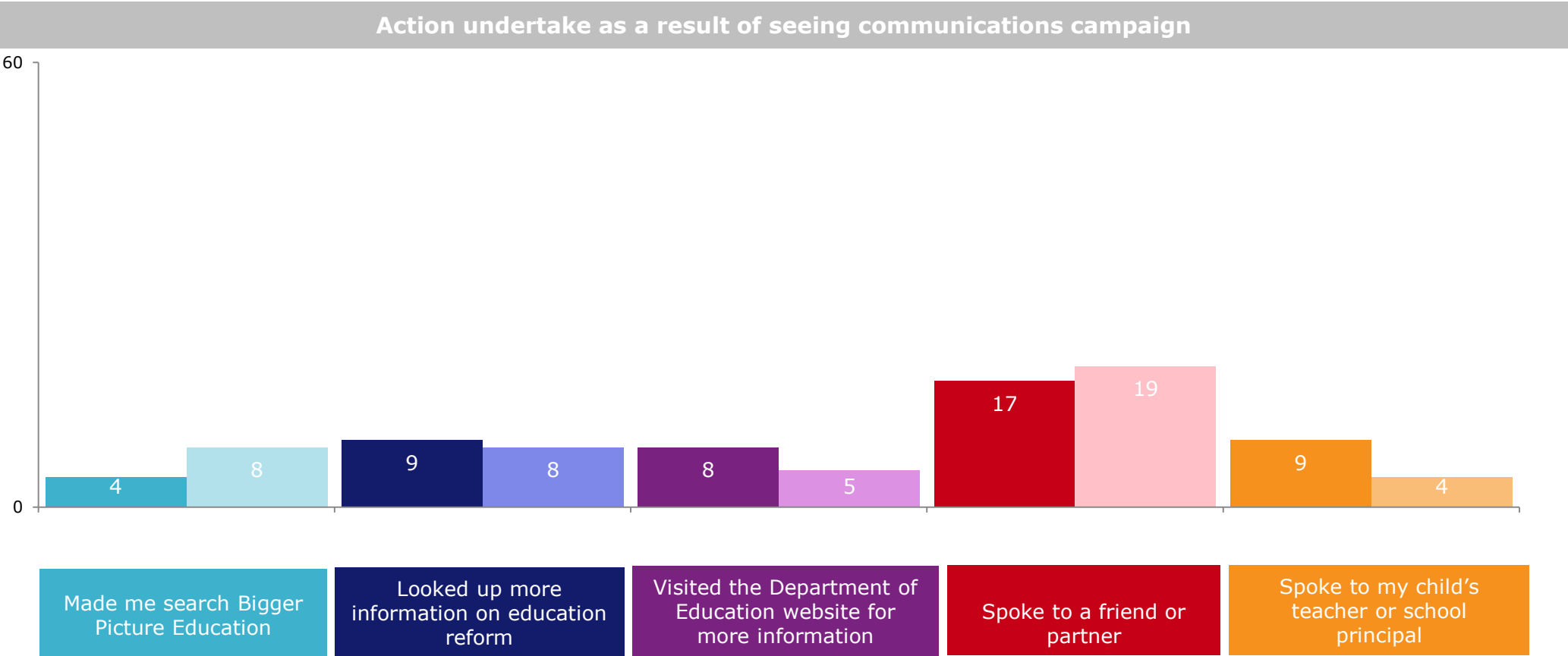
... and therefore impacts support for the initiative.



SOURCE: E1. Before today, were you aware... [From 2015, Year 7 will be part of secondary school in all WA public schools]

NOTE: Knowledge and Support measured as net 6-10/10

Nearly one third (30%) of the general population who saw the campaign **acted** after seeing it, by speaking to a friend, partner or children’s school or looking up more information on the changes/initiatives.



SOURCE: PR6. Have you done any of the following as a result of seeing or hearing these adverts?
BASE: Those who had seen the ad when prompted Benchmark (n=25); Tracking (n=152)

recommendations...

Assessment of future campaign need



Key conclusions and recommendations – campaign metrics



Findings

Implications & Recommendations

What execution had the greatest impact on reach?

- Reach is relatively low for the general population.
 - Reach peaks while the overarching ad phase was in market.
 - The early childhood ad phase appeared to have little additional impact on reach.
 - Reach appears to build/fall in five percentage point increases per fortnight
- Use the overarching execution over the early childhood execution to maximise campaign reach.
 - The current strategy of two weeks on air and two weeks off air appears counter productive. It is recommended that a strategy such as two weeks on air and one week off is likely to maximise reach more effectively. An alternative schedule of one week on, one week off remains untested.
 - Further tracking would be required in future to validate this recommendation.

What channel had the greatest impact on reach?

- TV appears to be the lead medium. Outdoor and online advertising appears to have little additional impact on awareness, knowledge and support for the overall reform or individual changes/initiatives.
 - Analysis of media spend indicates that television and online were the most efficient methods to reach the target audience.
- Shift focus of media spend from outdoor to television to maximise impact of campaign on reach.

Key findings and implications – Campaign impact



Findings

What effect has the campaign had on awareness and support for the overall school reform?

- The campaign has contributed to a significant increase (12%) in awareness of the overall reform of school education in WA, among the community.
- The campaign has also achieved a significant increase (10%) in spontaneous awareness of changes/initiatives occurring in school education in WA, among the community.
 - This has resulted in an increase in spontaneous awareness of the Year 7 move and Independent Public Schools initiative.
- Awareness peaked while the overarching ad phase was in market.
- The early childhood ad phase appears to have little additional impact on awareness.
- Although already high, the campaign has not resulted in a sustained increase in support for the overall reform.
- The campaign has also had no significant impact on perceptions of public schooling.

Implications & Recommendations

- The overarching campaign is effectively achieving its informational and awareness-raising roles among the community.
- However, the specific nature of the early childhood ad phase may be resulting in a large proportion of the community self excluding themselves from the ads, thereby resulting in less reach and impact of the ads.
- **Given the greater likelihood for cut through of the overarching ad, it is recommended that this ad is used in future advertising bursts.**

Key findings and implications – Campaign impact



Findings

What impact has the campaign had on awareness, knowledge and support for each change/initiative?

- There has been a significant increase in awareness, knowledge and support of the **Year 7 move to secondary school**, as well as the **Independent Public Schools** initiative, among the community.
- The campaign achieved no significant increase in knowledge or support for the **ongoing investment in public schools** and **Child and Parent Centres** initiatives that remained stable since the benchmark research.
 - Awareness peaked following the overarching TV ad
 - The early childhood TV ad appeared to have little additional impact on awareness and knowledge.
- Awareness appears to have a direct relationship with concerns, whereby increasing awareness, particularly around the Year 7 move and Independent Public Schools, is likely to increase the number of concerns thereby potentially constraining support in these areas.

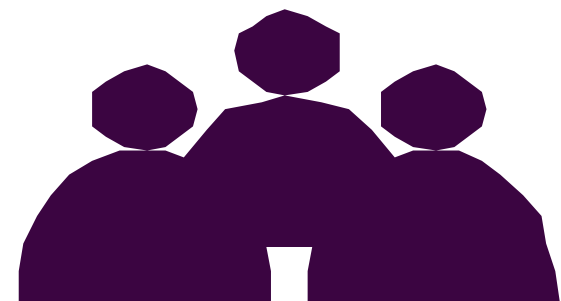
Implications & Recommendations

- Significant increases have been seen in the Year 7 move and Independent Public Schools initiative, as these were perceived to be key message take outs from the ads. In contrast, the community did not cite ongoing investment or Child and Parent Centres as key message take outs from the campaign, thereby constraining the impact of the ads on these areas.
 - Given that the campaign does not have immediate relevance for many community members, specific messages are most likely to cut through to the target audience.
 - **Use of more tailored messaging (e.g. as was used for the Year 7 move ads will generate greatest impact on awareness and knowledge for each change/ initiative.**
- **Continuing to communicate against these concerns is likely to assist in alleviating them.**

The logo consists of a solid magenta square. In the bottom right corner of this square, the letters "TNS" are written in a bold, white, sans-serif font.

TNS

Appendix 1...



To understand prompted campaign awareness by individual execution, respondents were prompted with four outdoor ads which were used to measure the **overarching outdoor campaign**.



SOURCE: PR2a. The following are some posters that have been shown on trains, buses and at shopping centres recently. Have you seen this poster over the past few months or so?

Respondents were also prompted with two outdoor ads which were used to measure the **Year 7 outdoor campaign**.



SOURCE: PR3a. The following are some posters that have been shown on trains, buses and at shopping centres recently. Have you seen this poster over the past few months or so?

Finally, respondents were prompted with two outdoor ads which were used to measure the **early childhood outdoor campaign**.



SOURCE: PR7a. The following are some posters that have been shown on trains, buses and at shopping centres recently. Have you seen this poster over the past few months or so?

Respondents were prompted with one online ad which was used to measure the **overarching online campaign**.



SOURCE: PR4a. The following are some stills of an online advert that has been shown on some news websites recently. Have you seen this online advert over the past few months or so?

Respondents were prompted with one online ad which was used to measure the **Year 7 online campaign**.



SOURCE: PR5a. The following are some stills of an online advert that has been shown on some news websites recently. Have you seen this online advert over the past few months or so?

Respondents were prompted with one online ad which was used to measure the **early childhood online campaign**.



SOURCE: PR8a. The following are some stills of an online advert that has been shown on some news websites recently. Have you seen this online advert over the past few months or so?