



Campaign Evaluation

January 2009

Prepared by

progressive

17 Corstorphine Road
Edinburgh, EH12 6DD
Tel: 0131 316 1900 Fax: 0131 316 1901
Email: info@progressivepartnership.co.uk



Table of Contents

Executive Summary.....	3
1. Introduction.....	4
2. Research Objectives	6
3. Research Methodology	7
4. Consumer Campaign Evaluation	9
4.1. Impact.....	10
4.2. Credibility and Trust	18
4.3. Action	22
5. Stakeholder Evaluation	28
6. Conclusions and recommendations.....	31
Appendix	33
7. Note on Analysis	34
8. Questionnaires	35
9. Stimulus	46
10. Media Schedule	47

Executive Summary

Impact

- i. The campaign achieved a high level of spontaneous awareness (28%), which is high in comparison to other public sector advertising, especially for a 2 week outdoor initiative. On prompting, the awareness figure increased to 47% of the sample, who said they were aware of at least one of the campaign images. This is a successful level of recall. Of those aware of the campaign, 81% interpreted the messages as intended by RCS, which equates to a total message cut through of 22%. Again, for a campaign that ran for a limited amount of time in which to engage the target audience, the message cut through is good. On average, 2.45 images out of the family of 6 were recalled per person, which shows that the placement of the ads and, in rural areas, the rotation of the different executions, was successful in exposing people to a larger number of ads. In total 45% of those aware of the images attributed the ads to bus shelter advertising, and 36% to roadside posters which reinforces the fact that the outdoor advertising platform was a successful way to ensure the ads were visible and worked to maximising the potential reach of the campaign.

Credibility and Trust

- ii. People supported the subject that the campaign addressed. This was clear in the fact that 98% of the total sample agreed that the campaign tackles an important issue and 97% said it was an issue that needed to be addressed. The campaign was viewed as credible and trustworthy by the majority of the target audience, but it was apparent that some people thought of it as less relevant to them than others. This shows that there is still some work to do to engage with some segments of the Scottish population, such as older people, men and to an extent people from Black and Minority Ethnic groups.

Action

- iii. The campaign evidently had potential to fuel debate and discussion. Sixty-five percent of the total sample agreed that the campaign would make them talk about the subject of rape with their friends/ family. In fact, traffic was driven to the website from the advertising and from the PR surrounding the campaign. A total of 23,208 unique visitors visited the campaign website throughout the period that was monitored, showing that at least some people had taken that step to finding out further information.

Summary

- iv. The campaign has evidently been successful against the 3 key campaign evaluation pillars of impact, credibility and trust and action, but there is still work to do to ensure the campaign appears to be more relevant to the less engaged segments and that the discussion stimulated by the campaign remains pertinent to the objectives of RCS.

1. Introduction

- i. Conviction rates for rape in Scotland dropped to 2.9% in 2007/08. The Domestic Abuse Report 07/08, conducted for The Scottish Government, found that the public thought that women were totally, mostly, or partly responsible for rape if they were flirting (29%), dressed in revealing clothing (27%), drunk (24%), or known to have had many previous sexual partners (17%). As a result, Rape Crisis Scotland (RCS) saw the need to create a communications strategy to change attitudes and address the low conviction rate.
- ii. RCS created their 2008 “This is not an invitation to rape me” outdoor, press and online campaign based on an earlier initiative which ran in Los Angeles in 1995. The campaign consisted of a family of images, depicting women in a number of familiar situations, each one designed to represent and challenge the attitudes present in Scottish society. The campaign was, therefore comprised of 4 themes of intimacy, dress, relationships and drinking. Each image also contained the strapline “This is not an invitation to rape me.”
- iii. To aid in the development of the campaign, RCS commissioned Progressive to undertake both qualitative and quantitative research with members of the campaign target audience to select a family of 6 images that most successfully addressed the pertinent issues.
- iv. The aim of the campaign was to tackle the assumptions and judgements people make about women who are raped, by stimulating debate. It is hoped that the campaign will ultimately go some way towards improving Scotland’s low conviction rate for rape, and challenging attitudes regarding women’s role. The campaign therefore aimed to reach 18-65 year old potential jurors in Scotland.
- v. The cross media campaign consisted of a range of elements including both above and below the line activity. The core outdoor campaign ran from 17th October 2008 to 31st October 2008, with support from PR and press before, during and after this period. Please see the appendix for the full break down of paid-for activity.
- vi. The most predominant activity was outdoor advertising, with the majority of the sites being 6 sheet posters on bus shelters. There were 519 6 sheet sites used, out of a total 698 sites. The bus shelter images utilised all of the 4 themes in the family, expressed through 4 different images, (“Necklace”, “Bar”, “Taxi” and “Marriage 2”); “Phone Box” was not used in the bus shelter advertising as the “Taxi” image was used for the theme of intimacy. The images were displayed in a broad spread of locations throughout Scotland. The images used were each given equal weight across the 6 sheet advertising.
- vii. The second form of outdoor advertising activity was 48 sheet billboards, across 179 sites. The nature of these sites meant that they were generally placed in high traffic areas, in urban rather than rural locations. One of the images, “Taxi” was not transferred to 48 sheet advertising and the billboards utilised the “Phone Box” image instead to convey the theme of intimacy.
- viii. A selection of 4 images were adapted for press advertising. Initially, in one edition of the Record PM, a daily free-sheet distributed in Glasgow, Edinburgh, Aberdeen and Dundee, 4 of the images appeared as a wraparound encompassing the main publication. The images used were “Necklace”, “Taxi”, “Bar” and “Marriage 1” with “Necklace” appearing as the publication front cover. The press vehicle also allowed a greater degree of communication of the myths that the campaign sought to address. In the press ads, RCS could add in the facts and figures that inspired the campaign through

use of additional body copy and provide people with more information on the subject of women blaming attitudes. The ads ran again as inside front and inside back covers, the following week, in the October 23rd -29th edition of The Big Issue distributed across Scotland, with 2 images appearing, “Bar” was on the front inside cover and “Necklace” was on the back inside cover.

- ix. During the week commencing 10th November, as the research fieldwork began, RCS were offered the opportunity of advertising in a wide range of local press through the Scottish Government editorial platforms page, extending the reach of the campaign beyond the more urban centres that had previously been the focus.
- x. A bespoke website with the URL www.thisisnotaninvitationtorapeme.co.uk provided more information on the campaign and acted as a platform for exploration of the “blaming myths” in more detail than was possible via the outdoor or even press advertising. All advertising carried the URL as the only call to action to drive visitors to the site. The traffic to the website was monitored over the campaign period and unique visitors and number of visits was reported.
- xi. RCS utilised the widespread appeal of social networking sites by setting up a facebook group to allow people to “join” to show support to the campaign, debate the issues the campaign raised and invite others to join to promote awareness of the campaign. To date (January 2009), the group has over 1,550 members.
- xii. A selection of stakeholders were consulted and liaised with closely to inform them of the campaign and to generate their broader support. By building close stakeholder relations RCS intended to encourage stakeholders to run their own activity in their area, if possible, by using the existing campaign materials. Support undertaken by local stakeholders included cinema advertising, displaying the campaign posters in hospitals, displaying the campaign posters in selected washrooms in bars and clubs, placing the images on the back of bus tickets, and using the images on bus sides.
- xiii. PR activity supported the campaign and the launch appeared in press, on several websites and had some coverage on stv news.

2. Research Objectives

- i. Progressive was commissioned by RCS to undertake an evaluation of the campaign activity and measure its effectiveness amongst two key target audiences; the 18-65 year old Scottish general public and key stakeholders.
- ii. The objectives of the consumer research were to:
 - Measure the recall of the campaign, both spontaneously and when prompted with the images
 - Measure the extent to which the content was recalled by the target audience
 - Measure the level of cut through of the campaign message amongst the target audience
 - Determine if the campaign was perceived as relevant to the target market
 - Identify the potential impact of the campaign on the target market in terms of changes in attitudes, stimulating discussion and inspiring action
- iii. The objectives of the stakeholder research were to:
 - Establish how the campaign was perceived amongst those with a professional interest in the campaign
 - Determine how well RCS had supported stakeholders in the lead up to the campaign launch
 - Measure how positive stakeholders felt about the campaign
 - Determine what stakeholders believed the campaign would achieve
 - Ascertain what activity stakeholders planned to undertake at a local level to support the campaign

3. Research Methodology

Consumer Research

- i. The research was an in-home paper based study amongst a representative sample of 18-65 year olds, which took place from the 10th – 21st November. To achieve a geographically representative sample, research locations were selected based on a representative urban and rural split, determined by postcode. Quotas relating to age and gender were then applied to the sample to ensure it was representative per location according to the Census 2001 profile of the Scottish population. Interviewers were allocated postcode areas for interviewing and followed a random route per area to achieve their quotas. Minimal weighting was applied to the data to suppress the effect of over-sampling in some quotas and locations.
- ii. Two screening questions were included on the questionnaire. The first was designed to screen out anyone involved in marketing or related industries, the Scottish Government and the Scottish Courts Service. The second was designed to screen out people who had a reason for believing they would not be eligible for jury duty in Scotland.
- iii. RCS requested that the research included a boost sample of at least 75 Black and Minority Ethnic respondents, aged 18-65. To ensure this boost sample was achieved, interviewers were allocated locations to interview purely in the Strathclyde area, where the population of BME respondents rises to above 2% according to the Census 2001.
- iv. A total of 882 interviews were achieved, including the boost sample of 108 BME respondents. The BME profile was reweighted to the correct population proportions as per the Census 2001. Please see the appendix for notes on confidence intervals for the total sample and major sub groups. The following weighted sample profile forms the basis of this research. It is representative of the Scottish population in terms of gender, age based on the proportion of 18-65 year olds, the BME profile and the geographical profile.

Age		Location		BME	
18-24	14%	Aberdeen	8%	Yes	2%
25-34	23%	Dundee	7%	No	98%
35-44	25%	Dumfries & Galloway	3%		
45-54	21%	Edinburgh	14%		
55-65	18%	Falkirk	6%	Children in HH	
Gender		Glasgow	30%	None	63%
Male	52%	Inverness	8%	Under 11 months	8%
Female	48%	Fife	7%	1-5 years	13%
		Borders	3%	6-10 years	12%
		Other Strathclyde	14%	10-15 years	16%

Stakeholder Research

- v. During the same fieldwork period, a 10 minute online questionnaire was emailed to a list of key stakeholders. Thirty-two stakeholders were invited to feedback regarding the campaign in general, their intentions to support it further with their own campaign activity and the support they received from RCS. A total of 21 stakeholders responded to the email survey.
- vi. All research has been carried out in accordance with ISO 20252 guidelines, IQCS guidelines and the Market Research Society's Code of Conduct.

4. Consumer Campaign Evaluation

- i. The consumer research was a post-stage only so there are no pre-campaign benchmark metrics to directly compare the findings to. That said, where relevant, Progressive has used existing research from the Scottish Government, The Domestic Abuse Report 07/08, as a benchmark against which to compare findings as an indicator of success.
- ii. Progressive has also analysed the data by sub groups to understand the impact of different variables on the success of the campaign. Sub groups referred to in the report include lifestage, weight of media exposure, awareness of the campaign and ethnic group. Confidence intervals are detailed in the appendix for each major sub group.
- iii. The campaign was evaluated against 3 key Phillis Pillars consistent with the communications evaluation of many Scottish Government campaigns: Impact, Credibility and Trust and Action and the following report orders finding under these key headings.

4.1. Impact

- i. Measuring the impact of the campaign can best be described as judging success of the campaign by how visible and memorable it was. This was done by investigating:
 - The spontaneous recall of the campaign
 - The prompted recall of the campaign images
 - The accurate attribution of the intended campaign message
 - The cut through of the different media platforms
- ii. The research found that the Rape Crisis Scotland campaign did indeed generate a high level of top of mind recall of the campaign, as well as high levels of correct content identification, platform attribution and message take out.
- iii. Over a quarter of all 18-65 year Scottish adults (28%) spontaneously claimed to recall a campaign on the subject of rape within the month prior to the research, see figure 1 below for a detailed break down of responses. For a 2 week campaign this appears to be an impressive top of mind reach compared to other public sector campaigns.

Fig. 1 Q2. Do you recall seeing or hearing a campaign on the subject of rape within the last month?

	Number of respondents	%
Yes, definitely	147	17%
Yes, I think so	93	11%
No, I don't think so	79	9%
No, definitely not	507	57%
Don't know	56	6%
TOTAL	882	100%

- iv. For the purposes of the research, we cross referenced the research areas with the areas that had planned campaign activity, and where they matched, we have defined heavy, medium and light weight outdoor areas based on the number of outdoor ads that ran in the area:
 - Heavy – Glasgow (217), Edinburgh (88)
 - Medium – Aberdeen (59), Dundee (55), Falkirk (42)
 - Light – Dumfries and Galloway (1), Inverness (9), Fife (37)
 - None – Borders (0)
- v. We found that the campaign was spontaneously recalled to different degrees in areas that carried different weights of outdoor advertising. There was a significantly higher

spontaneous campaign recall amongst “heavy” outdoor areas than medium and light outdoor advertising areas (see figure 2). However, the “medium” areas generated less awareness than the “light” area, which could suggest that campaign weighting was not the only factor in raising awareness, but that environment, positioning and clutter also impacted on visibility. The “none” area, where no outdoor activity was present, generated 31% awareness. This finding must be treated with caution because the sample size is low at just 26 respondents, but it could indicate two things. Firstly, that the campaign reached commuters as 84% of the “none” sample regularly commuted to urban areas and secondly that perhaps that supporting media such as press and PR played its part in generating awareness of the campaign.

Fig. 2 Q2. Do you recall seeing or hearing a campaign on the subject of rape within the last month?

Yes definitely or Yes I think so	Number of respondents	%
Heavy	160	32%
Medium	34	18%
Light	38	24%
None	8	31%
TOTAL	240	28%

- vi. Spontaneous recall by age differed statistically significantly. As shown in figure 3, the campaign was more likely to be recalled by younger, rather than older, people. As age increased, the spontaneous recall of the advertising decreased.

Fig. 3 Q2. Do you recall seeing or hearing a campaign on the subject of rape within the last month?

Yes definitely or Yes I think so	Number of respondents	%
18-24	45	38%
25-34	58	29%
35-44	61	28%
45-54	43	24%
55-65	34	22%
TOTAL	240	28%

- vii. There was no significant difference in spontaneous recall of the campaign between people belonging to Black and Minority Ethnic (BME) groups and British, white background (25% and 28% spontaneous recall respectively).
- viii. Later in the questionnaire, which can be found in full in the appendix, the respondents were also shown the images, in a rotated order, and asked if they recalled seeing them. Although the 6 images had almost equal weighting in the outdoor campaign, it was clear that images with extra promotional activity, such as being displayed in prominent positions in press, generated a greater degree of recall than those that did not. "Necklace" generated prompted recall (definitely recall and think I recall) of 27% and "Bar" generated 20% compared with "Phone Box" 15%, "Marriage 1" 13%, "Marriage 2" 12% and "Taxi" 12%. "Taxi" and "Marriage 2" did not appear as 48 sheets, however the difference in recall between those and "Phone Box" and "Marriage 1" is not statistically significant.

Fig. 4 Q3. Which of these phrases best describes your recall of this image?

	Necklace	Bar	Phone Box	Marriage 1	Marriage 2	Taxi
Base	882	882	882	882	882	882
Definitely recall	19%	13%	9%	9%	8%	7%
Think I recall	8%	7%	6%	4%	4%	5%
Do not think I recall	4%	6%	6%	5%	5%	6%
Definitely do not recall	66%	70%	75%	76%	77%	78%
Unsure	3%	4%	4%	5%	6%	4%

- ix. Overall, 47% of respondents recalled seeing at least one of the images (see figure 5). Amongst those people who recalled a least one image, the average number seen was 2.45. This seems to support the hypothesis that the positioning and the ads and the rotation policy in rural areas drove awareness of a wide range of images and therefore the different topics they sought to address.

Fig.5 Q3. Which of these phrases best describes your recall of this image?

	Number of respondents	%
	(base 882)	
None	467	53%
One	154	17%
Two	115	13%
Three	48	5%
Four	35	4%
Five	13	2%
Six	51	6%
Average number of images recalled		2.45

- x. Immediately after respondents were asked if they recalled a campaign and before they were prompted with the images, they were also asked to spontaneously say where they recalled seeing a campaign on rape. A high level of correct spontaneous platform attribution to outdoor media suggests that the campaign recall was accurate and top of mind. Out of the 28% of respondents who spontaneously claimed to be aware of the campaign, 38% said they had seen the campaign on a bus shelter and 25% said they had seen it on a roadside poster. Newspaper advertising generated 5% recall and magazine advertising 2% recall. Spontaneous platform association is detailed in column 1 of figure 6 on page 14. This data shows that the core activity cut through to the target audience. Bus shelter advertising accounted for 74% of the outdoor campaign so it was potentially likely to register higher awareness. Of those people who saw the campaign on 6 sheet bus shelters, 19% also saw the roadside 48 sheet campaign. This shows that by using the different outdoor media the reach of the campaign was extended.

Fig. 6 Q2a. Where do you recall seeing or hearing this campaign?

	Column 1 - All spontaneously aware of the campaign (base = 240)	Column 2 - All aware of the campaign after prompting (base = 382)
Bus shelter posters	38%	45%
TV	28%	14%
Roadside posters	25%	36%
Newspaper advertising	5%	3%
Radio	3%	1%
Word of mouth	3%	0%
Indoor posters (i.e. washrooms)	2%	3%
Magazine advertising	2%	3%
Online social networking space	2%	1%
Magazine article	1%	2%
Cinema	0%	1%
Online blog	0%	0%
Online website	0%	1%
Lecture/ community talk	0%	0%
Other	4%	2%
Don't know	5%	12%

- xi. As shown in column 1 of figure 6, of all the respondents who recalled the campaign spontaneously, 28% said they had seen it on TV. We believe that although details of the campaign did appear on stv news and their website, the claimed TV recall was mostly misattribution which is common in campaign evaluation research.
- xii. On prompting with the 6 campaign images and following an explanation that the core activity was “poster and press advertising” recall of the campaign platform the respondent had seen them on rose (see column 2 in figure 6 above). Forty-five percent of respondents claimed they saw the ads on bus shelters, 36% on roadside posters and just 14% on TV.
- xiii. Different media platforms included in the evaluation can be grouped together into the following categories for the purposes of analysis:
 - Advertising – Bus shelter posters, Roadside posters, Newspaper advertising, Magazine advertising, Indoor posters (i.e. washroom), Cinema
 - Editorial/ PR – TV, Radio, Newspaper article, Magazine article, Online website
 - Buzz – Word of mouth, Online social networking space, Online blog, Lecture/ community talk.
- xiv. Each media touch point included in the campaign was intended to perform a different role. The job of editorial/ PR was to generate awareness of the campaign and fuel discussion, the advertising mass communications aimed to showcase the campaign, taking the message to the most people possible and the buzz media provided a forum for debate for those seeking further discussion of the subject after having seen the campaign through editorial/ PR or advertising. Advertising and editorial platforms also supported each other to add to the reach of the campaign to an extent. Of those people who saw the advertising, 21% also saw editorial/ PR support meaning that 79% recalled the campaign through advertising alone. Of all those who saw editorial/ PR support 50% also saw advertising, meaning the editorial/ PR support was responsible for over a quarter (26%) of the campaign reach. As expected advertising and editorial platforms drove people to the buzz media platforms. Figure 7 shows the duplicated and solus reach of the different media channels.

Fig. 7 Q4. Where do you recall seeing or hearing this campaign?

Media cross over*	Advertising <i>(base 298)</i>	Editorial <i>(base 127)</i>	Buzz <i>(base 11)</i>
Advertising	100%	50%	73%
Editorial	21%	100%	36%
Buzz	3%	3%	100%

* excludes 34 “no response” replies

- xv. Prior to being shown the family of images, respondents who had said that they did recall a campaign on rape were asked to describe what they had seen to ensure that they were positively identifying the “this is not an invitation to rape me” campaign and not thinking of any different activity. We found that 82% of those aware of the campaign were able to describe an element of the campaign correctly. Respondents were able to describe, in

detail, the design of the campaign in terms of the different images, the logo, the fact that they had seen it as posters, or gave an interpretation of the message that they believed it was aiming to convey. This, therefore, translates to a 22% content recall amongst the total target audience.

- xvi. Just a small minority of respondents commented on the look and feel of the ads in a negative way when asked to recall the content. The two criticisms of the ads from these respondents were that the people in them looked like professional models and that the ads were reminiscent of “fashion magazines.”

Fig. 8 Q2b Can you describe anything about the content of the campaign?

	Number of respondents (base 240)	%
Correct description of image or images	135	56%
Logo/ strapline	42	17%
Platform recall	19	8%
Message	17	7%
Other	18	11%
Don't know	26	11%
TOTAL		110%*

* Adds up to more than 100% due to respondents describing more than one part of the campaign content.

- xvii. Again, before respondents were shown the family of images, respondents claiming to be spontaneously aware of a campaign on rape asked to describe, in their own words, the message they took from the campaign. This was done to determine if the message was understood as intended amongst the target audience. The message was largely interpreted in line with RCS intentions, with 81% of respondents either totally, or in part interpreting the campaign as a vehicle to show that no matter what the situation, if someone is raped then the victim of the crime should not be considered responsible for it happening. This was conveyed by respondents in various ways, for example statements such as “there is no excuse for rape,” “no right to rape” “no means no, no matter what” commonly appeared in spontaneous answers. Just 7% of the target audience were unable to say what the message was at all, and 12% could be said to have misinterpreted the intended message. Overall, the campaign achieved a correct message cut through of 22%, which is very high compared to other public sector advertising. The nature of outdoor advertising does not lend itself to complex messages, so a degree of message misattribution could be expected.

- xviii. One area of contention in the message misattribution is that some people saw that ads as a “warning” to women, to keep themselves safe. This is not the intended message so some people, although a minority, needed more guidance to help them interpret the message that RCS wished to portray.
- xix. Message misattribution could be a reflection of the nature of the campaign in addressing a potentially controversial topic that many people have different opinions about. This means that there is scope to include more information in the ads to ensure that the message RCS intended to communicate is understood by all.

Fig. 9 Q2c What were the main messages in the campaign? What was it trying to tell you?

	Number of respondents (base = 240)	%
<i>No right to rape</i>	122	51%
<i>As per the strapline</i>	47	19%
<i>Be careful/ a warning to women</i>	23	10%
<i>Rape can happen in different situations</i>	23	9%
<i>The consequences of rape</i>	14	6%
<i>Other</i>	20	8%
<i>Don't know</i>	17	7%
<i>TOTAL</i>		110%*

* Adds up to more than 100% due to respondents describing more than one part of the campaign content.

- xx. In summary, the campaign has had a high level of impact amongst the target audience of 18-65 year old potential jurors in the Scottish population. The content and the platforms have worked well together to achieve a high level of reach and message cut through.

4.2. Credibility and Trust

- i. It is an important indicator of campaign success to measure if the target audience perceives the campaign as credible and trustworthy. This pillar was addressed by exploring whether respondents felt that the campaign was accurate, and relevant to them.
- ii. As well as probing the message attribution (i.e. what the campaign was trying to say) amongst respondents who spontaneously recalled the campaign, (Q2c in the questionnaire and column 2 below), we also asked this question again when all of the respondents had been shown the full family of images. This was to determine if, on prompting, the campaign was deemed to be credible to the target audience.
- iii. When the family of images were shown together, the message became clearer to the target audience. After seeing all of the images side by side, 81% of the total sample spontaneously offered statements such as “no right to rape” to describe the intended message, as shown in figure 10, column 1. This emphasises the strength of the images working together and the importance of exposure to more than one image.

Fig. 10 Q2c What were the main messages in the campaign? What was it trying to tell you?

Q5. What do you think the key message of the campaign is? What are these images collectively trying to tell you?

	Column 1 – Q5 % (base = 882)	Column 2 Q2c % (base = 240)
	Message perception on viewing ads	Spontaneous message perception
No right to rape	81%	51%
As per the strapline	-	19%
Be careful/ a warning to women	10%	10%
Rape can happen in different situations	2%	9%
The consequences of rape	-	6%
Other	6%	8%
Don't know	3%	7%
TOTAL	102%*	110%*

* Adds up to more than 100% due to respondents describing more than one part of the campaign content.

- iv. Respondents were asked which of the words in figure 11 they believed applied to the campaign. Just 8% of respondents said that they thought the campaign was “misleading” so from this we can determine that the majority of respondents felt that it was realistic and could be trusted.
- v. The word most strongly associated with the campaign was “important”, followed by thought provoking (45%). In terms of demographics, the only significant difference in how the campaign was perceived was between men and women and only in a very minor way. More women thought that the campaign was thought provoking than men (50% versus 41%).
- vi. BME respondents were significantly less likely to describe the campaign as “important”, “thought provoking” and “impactful”, but more likely to describe the campaign as “worrying.”

Fig. 11 Q6 What words best describe the campaign to you?

	Total %	Male % <i>(base = 423)</i>	Female % <i>(base = 459)</i>	BME % <i>(un-weighted base = 128)</i>	Non- BME % <i>(base = 864)</i>
Important	55%	54%	56%	32%	55%
Thought provoking	45%	41%	50%	34%	45%
Impactful	29%	29%	28%	10%	29%
Shocking	24%	23%	25%	26%	24%
Controversial	21%	23%	19%	16%	21%
Worrying	17%	15%	18%	17%	27%
Unusual	13%	14%	11%	7%	13%
Misleading	8%	9%	6%	9%	8%
None of the above	4%	4%	5%	2%	5%

- vii. A number of statements regarding attitudes to the campaign were shown to respondents and they were asked if they agreed or disagreed with them. We used a 5 point scale of agreement and the five choices the respondent had were to disagree strongly, disagree slightly, neither agree nor disagree, agree slightly or agree strongly. When asked if they agreed with the statement “The campaign tackles an important issue” 98% of the sample agreed either strongly, or slightly. This reinforces the notion that the campaign is important. Women were significantly more likely to agree with the statement than men (84% versus 78%) and people defined as social grade AB were more likely to strongly

agree than C1,C2 and DE social grades (90% agree, versus 82%, 75%, 80% respectively).

- viii. As outlined in figure 12, respondents in the AB social grade were also more likely than C2 and DE respondents to agree strongly that “the campaign reflects an issue that needs to be addressed”, with 87% agreeing to the statement versus 74% and 79% respectively.
- ix. When asked if they agreed with the statement “the campaign addresses public attitudes to rape”, more women strongly agreed than men (73% versus 63%). There were no significant differences in agreement to this statement by age or social grade.
- x. Respondents agreed with the statement “it is clear what the campaign is trying to achieve.” Overall, 91% agreed with the statement, reinforcing the fact that the majority of the respondents were able to identify the correct message from the campaign.

Fig. 12 Please tell me how far you agree or disagree with the following statements?

<u>Any Agree</u>	Total %	Male %	Female %	AB%	C1%	C2%	DE%
<i>The campaign tackles an important issue</i>	98%	97%	98%	99%	98%	96%	98%
<i>The campaign reflects an issue that needs to be addressed</i>	97%	96%	97%	98%	97%	95%	96%
<i>The campaign addresses public attitudes to rape</i>	90%	88%	93%	90%	92%	89%	92%

<u>Agree strongly</u>	Total %	Male %	Female %	AB	C1	C2	DE
<i>The campaign tackles an important issue</i>	81%	78%	84%	90%	82%	75%	80%
<i>The campaign reflects an issue that needs to be addressed</i>	81%	79%	82%	87%	83%	74%	79%
<i>The campaign addresses public attitudes to rape</i>	68%	63%	73%	70%	71%	65%	68%

- xi. In terms of relevance, the campaign is more likely to resonate more with women rather than men, with a greater percentage of women agreeing with the statement that “the campaign is relevant to everyone” and “I can understand what the relevance of this campaign is to me.” These findings are outlined in figure 13 below.

Fig. 13 Q8. Please tell me how far you agree or disagree with the following statements?

<u>Any Agree</u>	Total %	Male % (base 423)	Female % (base 459)
<i>The campaign is relevant to everyone</i>	91%	88%	94%
<i>I can understand what the relevance of this campaign is to me</i>	84%	79%	89%

- xii. To assist in the meaningful analysis of the data lifestage groups were established based on the age of the respondent and the presence of children in the household to create the following 3 groups:
- Pseudo pre-family – aged 18-44, with no children in the household
 - Family – aged 18-65 with children in the household
 - Pseudo post-nesters – aged 45+ with no children in the household
- xxi. Pseudo – post nesters were less likely to understand the relevance of the campaign to themselves compared with the pseudo-pre family group. This is evident by significantly more of them disagreeing with the statement “I can understand what the relevance of the campaign is to me.” See figure 14 for details.
- xxii. Significantly fewer BME respondents also agreed that the campaign was relevant to them compared with the non-BME sample (see figure 14).

Fig. 14 Q8. Please tell me how far you agree or disagree with the following statements?

<u>Any Disagree</u>	TOTAL	Pre family (base 269)	Family (base 326)	Post nesters (base 287)	BME % (un-weighted base = 128)	Non-BME % (base = 864)
<i>I can understand what the relevance of this campaign is to me</i>	9%	6%	7%	13%	16%	8%

- xxiii. In summary, the campaign has worked well, specifically in terms of conveying an important, credible message. However, some audiences, such as post nesters, men, and arguably BME audiences have felt marginally less engaged with the message.

4.3. Action

- i. The third pillar, action, is evaluated by gauging how the campaign influenced potential change in attitude or behaviour of the target audience. This was determined by understanding:
 - what the respondents believed they would do after exposure to the campaign
 - the degree to which the campaign can change attitudes and stimulate debate
- ii. The respondents were asked on the same scale as mentioned earlier, if they agreed with a number of statements to determine if they thought their actions, attitudes or beliefs would change as a result of seeing the campaign.
- iii. As can be seen in figure 15, the majority of respondents agreed that they would debate and reassess their own opinions. Those aware of the campaign were significantly more likely to say they would talk about the campaign with friends and family and would consider the behaviour of others as a result of the campaign. This shows that the campaign is potentially effective in prompting action in the form of stimulating discussion and challenging attitudes.

Fig. 15 Q9. Please tell me how far you agree or disagree with the following statements?

<u>Any Agree</u>	Total %	All aware of the campaign% (base 240)	Not aware of the campaign % (base 642)
<i>The campaign would encourage me to talk about the subject with my friends/ family</i>	65%	74%	62%
<i>The campaign would make me consider my own attitudes towards rape</i>	61%	60%	61%
<i>The campaign would make me consider my behaviour and the behaviour of others more carefully</i>	48%	53%	45%
<i>I would be interested to find out more about the issues raised by the campaign</i>	33%	36%	32%
<i>The campaign would make me seek more information about the subject of rape</i>	32%	32%	32%

- iv. Significantly more BME respondents disagreed with the statement “The campaign would encourage me to talk about the subject with friends/ family” (29% BME versus 20% non BME) but this is the only statement that differed significantly from those in question 9 as shown in figure 16.

Fig. 16 Q9. Please tell me how far you agree or disagree with the following statements?

<u>Any Disagree</u>	Total %	BME % (unweighted base 128)	Non BME % (weighted base 864)
<i>The campaign would encourage me to talk about the subject with my friends/ family</i>	20%	29%	20%
<i>The campaign would make me consider my own attitudes towards rape</i>	26%	30%	26%
<i>The campaign would make me consider my behaviour and the behaviour of others more carefully</i>	28%	33%	37%
<i>I would be interested to find out more about the issues raised by the campaign</i>	39%	38%	39%
<i>The campaign would make me seek more information about the subject of rape</i>	46%	48%	46%

- v. Differences in the propensity to take action as a result of the campaign were also apparent between men and women. Significantly more women than men agreed to all of the action statements, whether they were aware of the campaign or not, which suggest that women are most likely to react to the campaign and have a more natural affinity to the subject.
- vi. Women who were spontaneously aware of the campaign were more likely to talk about the campaign with friends and family than those women who were not aware of the campaign, but that was the only statistically significant difference. See the detailed table in figure 16b overleaf.
- vii. Men who were spontaneously aware of the campaign were also more likely to talk about the campaign with friends and family than those men who were not. However they were less likely to consider their own attitudes to rape than men who had not seen the campaign. There were no other statistically significant differences.

Fig. 16b Q9. Please tell me how far you agree or disagree with the following statements?

<u>Any Agree</u>	Total			Aware of the campaign			Not aware of the campaign/ DK		
	Total % (base 882)	Men % (base 423)	Women % (base 459)	Total % (base 240)	Men % (base 108)	Women % (base 133)	Total % (base 642)	Men % (base 316)	Women % (base 326)
<i>The campaign would encourage me to talk about the subject with my friends/ family</i>	65%	56%	74%	74%	66%	81%	62%	52%	70%
<i>The campaign would make me consider my own attitudes towards rape</i>	61%	52%	68%	60%	42%	73%	61%	55%	65%
<i>The campaign would make me consider my behaviour and the behaviour of others more carefully</i>	48%	41%	53%	53%	49%	57%	45%	38%	52%
<i>I would be interested to find out more about the issues raised by the campaign</i>	33%	25%	40%	36%	23%	45%	32%	24%	39%
<i>The campaign would make me seek more information about the subject of rape</i>	32%	26%	38%	32%	24%	41%	32%	26%	38%

- viii. As previously stated, as this was a post-stage only evaluation we included statements taken from the Scottish Government’s report Domestic Abuse 07/08 report to allow some broad comparisons to be made against known existing attitudes. The figures in figure 17 were quoted on the campaign website and were the most recent attitudinal statistics recorded for comparison with this research. In a slightly different approach, we asked the agreement to these statements right at the beginning of the questionnaire, so the respondent did not know what the research was about. In the Domestic Abuse 07/08 report the questions follow a longer line of questioning about domestic violence so there are likely to be some differences in response due to methodology. However, these figures are used purely to illustrate the potential impact that the campaign has had.
- ix. Compared to the Domestic Abuse 07/08 report, it would appear that the campaign has had a positive effect on the issue of dress. In the previous report, 27% believed that a woman was in any way responsible for rape if she was wearing revealing clothing versus 15% in this research, which followed the campaign.
- x. Significantly fewer respondents who were aware of the campaign agreed that women are in any way responsible for rape if they are flirting or dressed in revealing clothing versus those unaware of the campaign. These themes were represented in the campaign and it appears they could have had an impact on attitudes.
- xi. Significantly more BME respondents said that women were partly, mostly or totally responsible if she is flirting, dressed in revealing clothing, drunk or known to have many previous sexual partners. We know that BME respondents were less likely to perceive the campaign as “worrying” and not as relevant to them as the non BME sample, so perhaps this audience needs a message more clearly tailored to them.

Fig. 17 Q1. If a woman is raped, to what extent do you think she is responsible (not at all responsibly, partly responsible, mostly responsible, totally responsible) if she is...

<u>Any Responsibility</u>	Domestic Abuse report 07/087% (base = All 986)	Domestic Abuse report 07/08% (base = 18-64)	Total sample (weighted base 882)	Aware of campaign (base= 240)	Not aware of campaign (base 642)	BME respondents (unweighted base 128)
Flirting	29%	22%	20%	16%	22%	42%
Dressed in revealing clothing	27%	19%	15%	12%	17%	41%
Drunk	24%	19%	15%	12%	16%	41%
Known to have many previous sexual partners	17%	9%	9%	8%	10%	24%

- xii. As a further indicator of the success of the campaign, RCS used web analytics to monitor the number of unique visitors, visits and general traffic on the supporting website. Consequently, we know that some people did take action to find out more information about the campaign after some form of exposure to it.
- xiii. Over the period of time the site analytics were reported (15th October – 23rd November), the site attracted 23,208 unique visitors, each visiting the site for an average of 2 minutes 32 seconds and visiting on average 2.89 pages. Whilst the outdoor campaign was ongoing, the site recorded on average 1,035 visitors a day.
- xiv. Figure 18 shows that 30% of all visits to the website between the 15th October and the 23rd November was direct traffic, that means the campaign URL was typed in to the browser. We can reasonably assume that this traffic was as a result of people seeing the ads or supporting activity and seeking further information. Keywords in search engines were generally variations on the campaign name, or the strapline, so again it is reasonable to assume that people had seen either advertising or support activity and searched for the campaign website. The campaign was also linked to from many media sites, forums and blogs, so the majority of traffic came from referral sites.

Fig. 18 Website traffic figures 15th October – 23rd November 2008: Traffic sources

	Visits	% of total visits
Referring sites	14,485	56%
Direct traffic	7,859	30%
Search engines	3,660	14%

- xv. The website included a discussion board on which many visitors posted opinions about the campaign and messages of support.
- xvi. Over 1,550 people joined the group set up by Rape Crisis Scotland on facebook. Nearly 80 wall posts were posted by members discussing the campaign and the broader issues of rape.
- xvii. Progressive also searched a number of forums over the fieldwork period to gather anecdotal evidence about the types of debate that the campaign had stimulated. The following evidence is purely anecdotal and was not gathered in a controlled way, but simply by using search engines to identify where the campaign had been spoken about. It is by no means a comprehensive review of all sites, so the information should be used with caution and viewed only as selected observations.
- xviii. Views from online contributors were varied and debate was open and diverse creating an opinionated “buzz” about the campaign. In addition, it was extremely positive that people were posting thoughts about the campaign and inspiring debate in others, which was the key campaign objective. The debates we scanned covered 5 broad areas:
 - Queries and debate regarding the general aim of the campaign
 - Is it to stop rape or make potential rapists think twice?
 - Is it saying women should take more responsibility of themselves?
 - Is it purely to get people talking?
 - Does it help to stop the portrayal of a rapist as a “stranger”?

- The premise of the campaign
 - Some questioned the interpretation of “responsibility” and “blame” in the research and therefore the basis of the “myths”
 - Some stated that women play a part in taking responsibility so they shouldn’t be discouraged from looking after themselves
 - This led to debates about responsibility versus blame
 - Some believed the campaign to be sexist against men and felt it implied that all men take advantage of women and are prepared to use situations as “excuses” to rape
 - The predicted success of the campaign or what it should have been to achieve it's aims
 - Debate about the campaign being “useful” (depending on what the perceived aim was)
 - Debate about who it was targeting and that it might not appeal to the total population
 - Some said that the campaign didn’t go far enough in tackling all the issues
 - There was a belief that the campaign should have shown women being “more careful”
 - The exclusion of men from the campaign as rape victims was commented on
 - Some thought that the people used in the ads were too clean cut or the girls were not drunk enough
 - Supportive comments about the campaign and its aims
 - Some posted their interpretations of the message of the campaign, which were as RCS intended
 - Some were positive about the images used and the different situations in the campaign
 - Some comments that said it was about time that there was a campaign on the subject
 - The broader issues regarding rape
 - Discussions expanding on issues surrounding rape particularly false accusations and proving consent
 - Debate about if the law changed to prove consent then it would lead to convicting innocent people
 - Debate that rape is not purely a male on female crime and discussing the definition of “rape” in law and if it can be applied to men
- xix. In summary, the campaign showed the potential to prompt discussion and challenge people’s own attitudes. Action in the form of looking on the website or the intention to find out further information was apparent. There is both statistical and anecdotal evidence to show that the debate RCS hoped to stimulate has begun.

5. Stakeholder Evaluation

Introduction

- i. As part of the campaign, RCS had consulted with key stakeholders in the public sector across Scotland who had the subject of violence against women in their professional remit.
- ii. They were offered support in the form of face to face visits to discuss the premise of the campaign and campaign packs containing posters of the 6 campaign images, postcards and information to support the campaign.

Campaign Awareness and Involvement

- iii. All of the responding stakeholders were aware of the RCS campaign and 95% were aware of the core campaign objectives. The stakeholders were targeted specifically to be part of the campaign due to their professional remit, so it is unsurprising that 81% said the campaign was “entirely” relevant to them and 19% said it was “somewhat relevant” to them.
- iv. Ninety percent of the sample received materials, information and support from RCS which informed them of the campaign activity and objectives. This material included a campaign pack, which 95% of those who received materials got, 74% received a visit from RCS and 63% received a campaign question and answers fact sheet. Some respondents had ideas as to how RCS could have provided further support. This generally related to the delivery of more materials, more support for rural areas or the lead time given to organise their own activity.
- v. The pre campaign contact and information sharing was deemed to be useful by 74% of those who received it and helped them prepare for activity at a local level. This resulted in 43% of stakeholders feeling very confident with their role in the campaign and 52% feeling quite confident.
- vi. There was an expectation amongst the stakeholders that they would have some involvement with the campaign further to receiving the campaign pack and speaking with RCS. Just one person (equating to 5% of the sample) said they did not expect to have any involvement, whereas 19% said they would have a lot of involvement. The campaign was an RCS initiative, so perhaps as expected, the majority of stakeholders (76%) expected to have “a little” involvement.

Support at a Local Level

- vii. Confidence and the positive reactions towards the campaign were evident. Fifty-seven percent had a “very positive” perception of the campaign and 38% had a “quite positive” perception. Reasons for mixed views of the campaign included the reason that:

“some people have completely agreed that women are no way responsible for the rape/ sexual assault they have experienced and that the blame firmly lies with the attacker. However, others have felt that women still have some level of responsibility. The positive is that the campaign has opened discussion” Stakeholder

- viii. Stakeholders believed that the campaign would get noticed and overall that it would inspire debate. Comments from stakeholders included:

“I wholeheartedly agree with the need to challenge public attitudes, I think the images do that by stimulating debate.” Stakeholder

Fig. 19 On a scale of 1-10 (1 being no influence and 10 being a lot of influence) what influence do you think the campaign has to..?

Base 21	Mean Score out of 10
<i>Inspire debate</i>	7.70
<i>Get noticed</i>	7.55
<i>attitudes</i>	6.35
<i>Prompt action</i>	6.00

- ix. There was minimal dissatisfaction amongst the stakeholders. Dissatisfaction was mainly due to the fact that rural areas were not well covered by the core outdoor activity, however it was understood that outdoor advertising sites are scarce in rural areas, so low volume campaign coverage in rural areas was expected.
- x. This confidence, support and the belief that the campaign would be successful in its main objectives led to stakeholders organising valuable initiatives to support the campaign at the local level. Of all the stakeholders who responded, 71% had planned activity at a local level, the nature of which is shown in figure 20, below.

Fig. 20 What activities do you have planned at the local level?

Base 15	Total %*
<i>Display of posters in local venues</i>	87%
<i>Using the campaign materials in training sessions</i>	67%
<i>Using the campaign materials in schools</i>	40%
<i>A talk about the campaign</i>	27%
<i>Writing articles on the campaign for local newspapers</i>	13%
<i>Washroom advertising (i.e. organising posters to be put up in local venues such as bars/ clubs in your area)</i>	13%
<i>Other – please describe</i>	13%

* Adds up to more than 100% due to respondents undertaking more than one type of activity

xi. Other activity that was undertaken by stakeholders included:

- cinema advertising
- advertising on the back of bus tickets
- advertising on bus sides
- advertising on till receipts
- displaying the posters in local hospitals

6. Conclusions and recommendations

- i. The main conclusion is that the campaign has achieved its objectives of stimulating discussion and debate amongst some members of the key target audience. This is apparent in the high levels of awareness, content attribution, message take out and the fact that people are willing to start talking about the campaign with people close to them.
- ii. There is evidence to suggest that the evaluation pillars of impact, credibility and trust and action have been satisfied to an extent but there should be further work to build on the existing momentum to achieve a greater degree of relevance for a larger portion of the target market.
- iii. There were three key findings that impact on the future direction of the campaign:
 1. Firstly, the campaign now consists of an increasingly familiar family of images, and the platforms they were seen in were relevant and communicated the message well. This was evidenced in the facts that:
 - The campaign had a high level of impact
 - People were exposed to a number of different executions
 - The press supported the outdoor advertising well
 2. Secondly some of the target audience did not engage with the ads as intended, evidenced by the fact that:
 - There were relatively lower levels of perceived message relevance amongst men, older people and the BME target audience
 3. Thirdly, the campaign has slightly more work to do in directing some members of the target audience to the exact message and actions that RCS intended, evidenced by the facts that:
 - A range of valid messages were taken from the campaign, if not precisely the message that RCS intended
 - The potential for debate is high, but finding out more information and taking action is lower
- iv. These findings suggest that any future campaign would benefit from two actions:
 1. Increasing engagement with male, older and BME audiences
 2. Controlling the debate that RCS wants to have
 1. Increasing engagement with male, older and BME audiences can be achieved by:
 - Targeting male, older and BME audiences specifically to reinforce the relevance of the campaign to all. This can be done by adding carefully selected images to the current family. As seen in figure 21, respondents offered suggestions as to which other people should be included into the campaign and confirmed that Rape Crisis Scotland has license to add a range of different people into the campaign when needed.
 - Tailoring specific messages to address them directly and include them in the debate

Fig. 21 Are there any other types of people that you think are missing from the campaign and could be included in a campaign like this in future?

Base 882	Total %*		Total %*
Older people	26%	Children	16%
Men	26%	People in remote communities	6%
Younger teens	22%	Disabled woman	11%
Ethnic Minorities	17%	Don't Know	36%

* Adds up to more than 100% due to respondents suggesting more than one type of person

2. Controlling the debate can be achieved by:

- Concentrating on the “Taxi” or “Phone Box” images to promote the theme of intimacy, or the “Marriage” images to promote the theme of relationships, to the same extent that the dress and drinking themes were promoted with the “Necklace” and “Bar” images. New themes could also slowly be introduced illustrated by different scenarios. Respondents across the sample were again, able to offer suggestions for the new scenarios that could fit in the family (see figure 22).
- Introducing further stimulus and arguments for debate in supporting media. Press exposure could be increased through advertising or PR in order to communicate more complex messages

Fig. 22 Are there any other scenarios that you think are missing from the campaign and could be included in a campaign like this in future?

Base 882			Total %
Prostitution	10%	Lap dancing	4%
Rape in same sex relationships	10%	Vulnerable people	3%
A very drunk woman	10%	Don't know	28%
Women at risk	5%	No	28%

* Adds up to more than 100% due to respondents suggesting more than one scenario

Appendix

7. Note on Analysis

- i. Statistical significance is calculated at the 95% confidence level.
- ii. Relevant margins of error for the total sample and for sub group analysis are shown below.

	Base	From %	To %
Total sample	882	±0.66	±3.33
Spontaneously aware of campaign	240	±1.26	±6.33
Not aware of campaign	642	±0.77	±3.87
Heavy outdoor areas	160	±1.54	±7.75
Medium outdoor area	34	±3.34	±16.81
Light outdoor area	38	±3.16	±15.9
BME	128	±1.72	±8.66
Non BME	864	±0.66	±3.33

8. Questionnaires

Consumer Questionnaire

Please circle **ONE** number per question and once completed, please hand the questionnaire back to the interviewer

Q1 If a woman is raped, to what extent do you think she is responsible if she is..	Totally responsible	Mostly responsible	Partly responsible	Not responsible at all	Don't know
A. Drunk	1	2	3	4	5
B. Dressed in revealing clothing	1	2	3	4	5
C. Flirting	1	2	3	4	5
D. Known to have many previous sexual partners	1	2	3	4	5

Interviewer to ask the rest of questions

Q1a,

Article I. Did you help the respondent to fill in the above section at all?

	CODE
Yes	1
No	2

Q2

Article II. Do you recall seeing or hearing a campaign on the subject of rape within the last month?

SHOWCARD B

	CODE	ROUTE
Yes, definitely	1	Q2a
Yes, I think so	2	Q2a
No, I don't think so	3	Q3
No, definitely not	4	Q3
Don't Know	5	Q3

Q2a

Where do you recall seeing or hearing this campaign?

**DO NOT READ LIST
SPONTANEOUS**

Article III.

	CODE
Lecture/ community talk	1
Magazine advertising	2
Magazine article	3
Newspaper advertising	4
Newspaper article	5
Online website	6
Online blog	7
Online social networking space	8
Roadside posters	9
Bus shelter posters	10
Indoor posters (i.e. washroom)	11
Radio	12
TV	13
Word of mouth	14
Cinema	15
Other (Please specify)	16

Don't Know	17

Q2b. Can you describe anything about content of the campaign? PROBE FULLY – ANYTHING ELSE?

Q2c. What were the main messages in the campaign? What was it trying to tell you? *PROBE FULLY – ANYTHING ELSE?*

I am now going to show you 6 images that made up a poster and press advertising campaign throughout the country last month. The images were shown as billboards, on bus shelters, other posters, postcards and appeared in some publications

(Rotate order of images shown)

Q3 Which of these phrases best describes your recall of this image?

SHOWCARD C	IMAGE 1	IMAGE 2	IMAGE 3	IMAGE 4	IMAGE 5	IMAGE 6
Definitely recall	1	1	1	1	1	1
Think I recall	2	2	2	2	2	2
Do not think I recall	3	3	3	3	3	3
Definitely do not recall	4	4	4	4	4	4
Unsure	5	5	5	5	5	5

Q4 IF RESPONDENT RECALLS ANY IMAGES	CODE
Where do you recall seeing any of the images?	
SPONTANEOUS	
Lecture/ community talk	1
Magazine advertising	2
Magazine article	3
Newspaper advertising	4
Newspaper article	5
Online website	6
Online blog	7
Online social networking space	8

Roadside posters	9
Bus shelter posters	10
Indoor posters (i.e. washroom)	11
Radio	12
TV	13
Word of mouth	14
Cinema	15
Other (Please specify)	16

Don't Know	17

Q5. (Show all images again) What do you think that the key message of the campaign is? What are these images collectively trying to tell you? *PROBE FULLY – ANYTHING ELSE?*

Q6

Article IV. What words best describe this campaign to you

SHOWCARD D

CODE

Controversial	1
Shocking	2
Important	3
Worrying	4
Thought Provoking	5
Unusual	6
Impactful	7
Misleading	8
None of the above	9

Please now think about the campaign as a whole and tell me how far you agree or disagree with the following statements *SHOWCARD E*

Q7 Read out all statements	Agree strongly	Agree slightly	Neither / Nor	Disagree slightly	Disagree strongly	Don't know
A. The campaign tackles an important issue	1	2	3	4	5	6
B. The campaign reflects an issue that needs to be addressed	1	2	3	4	5	6
C. The campaign addresses public attitudes to rape	1	2	3	4	5	6

Q8 Read out all statements	Agree strongly	Agree slightly	Neither / Nor	Disagree slightly	Disagree strongly	Don't know
A. It is clear what this campaign is trying to achieve	1	2	3	4	5	6
B. The campaign is relevant to everyone	1	2	3	4	5	6
C. I can understand what the relevance of this campaign is to me	1	2	3	4	5	6

Q9 Read out all statements	Agree strongly	Agree slightly	Neither / Nor	Disagree slightly	Disagree strongly	Don't know
A. The campaign would make me consider my own attitudes towards rape	1	2	3	4	5	6
B. The campaign would encourage me to talk about the subject with friends/ family	1	2	3	4	5	6
C. The campaign would make me seek more information about the subject of rape, i.e. by looking at the website	1	2	3	4	5	6
D. The campaign would make me consider my behaviour and the behaviour of others more carefully	1	2	3	4	5	6
E. I would be interested in finding out more about the issues raised by the campaign	1	2	3	4	5	6

(Interviewer, read out) As you have seen, the campaign depicts women in different scenarios including a woman wearing what could be deemed to be revealing clothing, young women out socially in a bar, a marriage, a man and woman kissing in a taxi and a man and woman kissing in a phone booth.

Q10

Article V. Are there any other scenarios that you think are missing from this campaign and should be included in a campaign like this in future?

DO NOT READ LIST
CODE ALL MENTIONED

	CODE
A very drunk woman	1
Rape within same sex relationships	2
Prostitution	3
Lap dancing	4
Other (please specify)	5

(Interviewer, read out) As you have seen, the campaign includes images of different people including a married couple, intimate couples, a group of girls and a lone woman.

Q11

Article VI. Are there any other types of people that you think are missing from this campaign and should be included in a campaign like this in future?

DO NOT READ LIST
CODE ALL MENTIONED

	CODE
Ethnic minorities	1
Older people	2
Younger teens	3
Children	4
People in remote communities	5
Men	6
Disabled woman	7
Other (please specify)	8

Don't Know	9

Stakeholder Questionnaire

Section 1: Your views of the campaign

Are you aware of the Rape Crisis Scotland “this is not an invitation to rape me” campaign?

Yes, definitely

Yes, I think so

No

Unsure

Are you aware of the core objectives of the campaign?

Yes, definitely

Yes, I think so

No

Unsure

How relevant to you is the campaign?

Entirely relevant

Somewhat relevant

Not at all relevant

How relevant to your job is the campaign?

Entirely relevant

Somewhat relevant

Not at all relevant

How much involvement did you expect to have with the campaign?

A lot

A little

None at all

How confident are you with the role expected of you in the campaign?

Very confident

Quite confident

Not confident

Why?

Overall how positive or negative is your perception of the campaign?

Very positive

Quite positive

Mixed

Quite negative

Very negative

Why do you say it is positive/ negative?

Section 2: Reactions from your community

Have you had any reaction to the campaign by people you meet in the course of your work, i.e. colleagues, clients, customers or others?

Yes, a lot

Yes, some

No

Don't Know

(If yes) Overall how positive or negative have the reactions been towards the campaign?

Very positive

Quite positive

Mixed reactions

Quite negative

Very negative

Why do you say they are positive/ mixed/ negative?

On a scale of 1-10 what influence do you think the campaign has to:

(1 being no influence and 10 being a lot of influence) Don't Know

- a. Inspire debate
- b. Prompt action
- c. Change attitudes
- d. Get noticed

Section 3: Your preparation for the campaign

Did you receive any materials, information or support from Rape Crisis Scotland informing you about the campaign and the campaign objectives?

Yes

No

Don't know

(If yes) What materials, information or support did you receive from RCS to help to inform you of the campaign and its objectives?

A campaign pack

A visit from a Rape Crisis Scotland representative to present the campaign to your partnership / relevant local agencies

A campaign questions and answers fact sheet

Other (please describe)

(list tbc)

(If yes) How useful did you feel it was in preparing you for the campaign at a local level?

Very useful

Quite useful

Not useful at all

What did you find most useful about the materials, information or support?

Are there any other materials, information or support you feel you could have received?

Yes

No

Don't Know

Please describe what other information or support you feel you could have received.

Overall, do you feel you were prepared for the campaign launching?

Yes, completely

Yes, partially

No

(If No) Why?

Section 4: Activities planned in support of the campaign

Do you have any activities planned at a local level in support of the campaign?

Yes

No

Don't Know

(If yes) What activities do you have planned?

A talk about the campaign

Door drop

Display of posters in local venue/s

Writing articles on the campaign for local newsletters

Washroom advertising (i.e. organising for the posters to be put up in toilets in bars/clubs in your area)

Using the campaign materials in training sessions

Using the campaign materials in schools

Other: please describe

Given the support Rape Crisis Scotland has given you, what activities would you consider running in your area?

A talk about the campaign

Door drop

Display of posters in local venue/s

Writing articles on the campaign for local newsletters

Washroom advertising (i.e. organising for the posters to be put up in toilets in bars/clubs in your area)

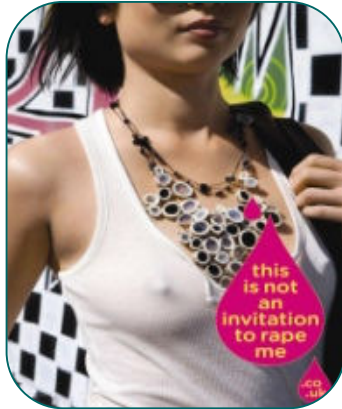
Using the campaign materials in training sessions

Using the campaign materials in schools

Other: please describe

9. Stimulus

Necklace (dress)



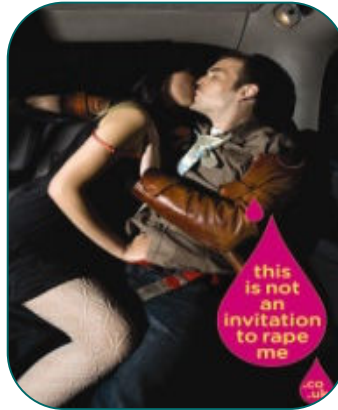
Bar (drinking)



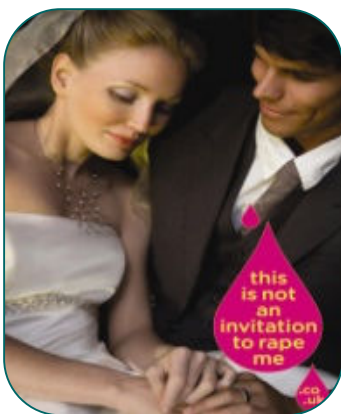
Phone Box (intimacy)



Taxi (intimacy)



Marriage 2
(relationships)



Marriage 1
(relationships)



10. Media Schedule

PUBLICATION/ MEDIUM	DISTRIBUTION	PANEL NO'S	NO. OF WKS	OCT			
				6	13	20	27
OUTDOOR							
48 Sheets Medium Weight Package	Pan-Scotland	179	2				
6 Sheets Medium Weight Package	Pan-Scotland	519	2				
Re-Posting of 48-sheets	See below*	17	2				

*Reposting of 48 sheets

Sub Area Name	Area Name	First Allocation	Copy Change
Strathkelvin	Bishopbriggs	NECKLACE	PHONEBOX
Strathkelvin	Kirkintilloch	BAR	PHONEBOX
Clydebank	Clydebank	MARRIAGE	NECKLACE
East Kilbride	Lanark No 4 Ld	PHONEBOX	BAR
Eastwood	Eastwood	NECKLACE	BAR
Dunfermline	Dunfermline	BAR	PHONEBOX
Midlothian	Dalkeith	BAR	PHONEBOX
Dumbarton	Vale Of Leven Ld	MARRIAGE	BAR
Kilmarnock And Loudoun	Kilmarnock	MARRIAGE	BAR
Kilmarnock And Loudoun	Kilmarnock	BAR	NECKLACE
Kyle And Carrick	Prestwick	PHONEBOX	NECKLACE
Clydesdale	Lanark	NECKLACE	PHONEBOX
Kincardine And Deeside	Aberdeen Ld	PHONEBOX	BAR
Inverness	Inverness	NECKLACE	BAR
Angus	Forfar	BAR	NECKLACE
Perth And Kinross	Kinross	MARRIAGE	PHONEBOX
Nithsdale	Dumfries	NECKLACE	BAR