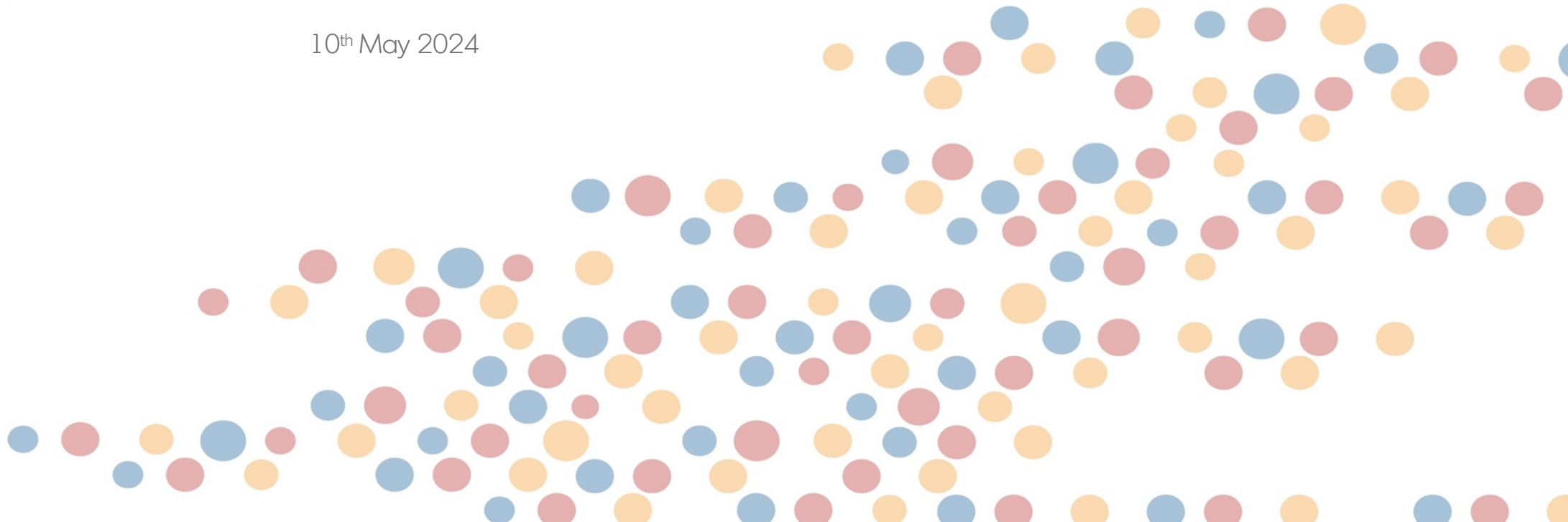




A Wee Walk Works Wonders Campaign Evaluation: Final report for Transform Scotland

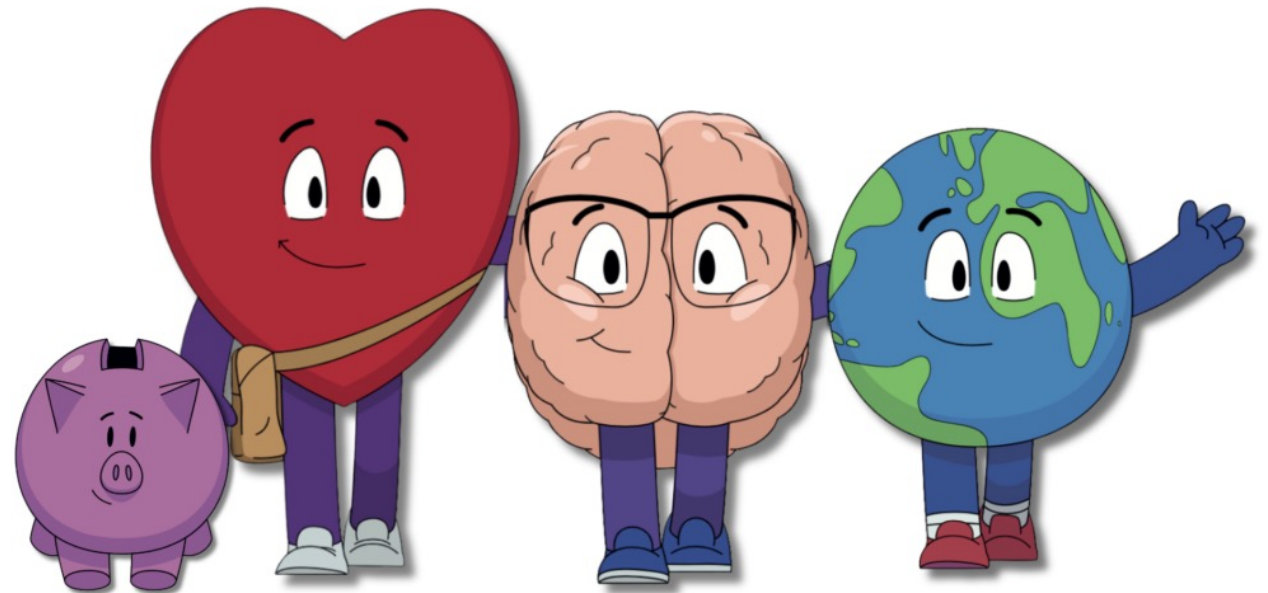
10th May 2024

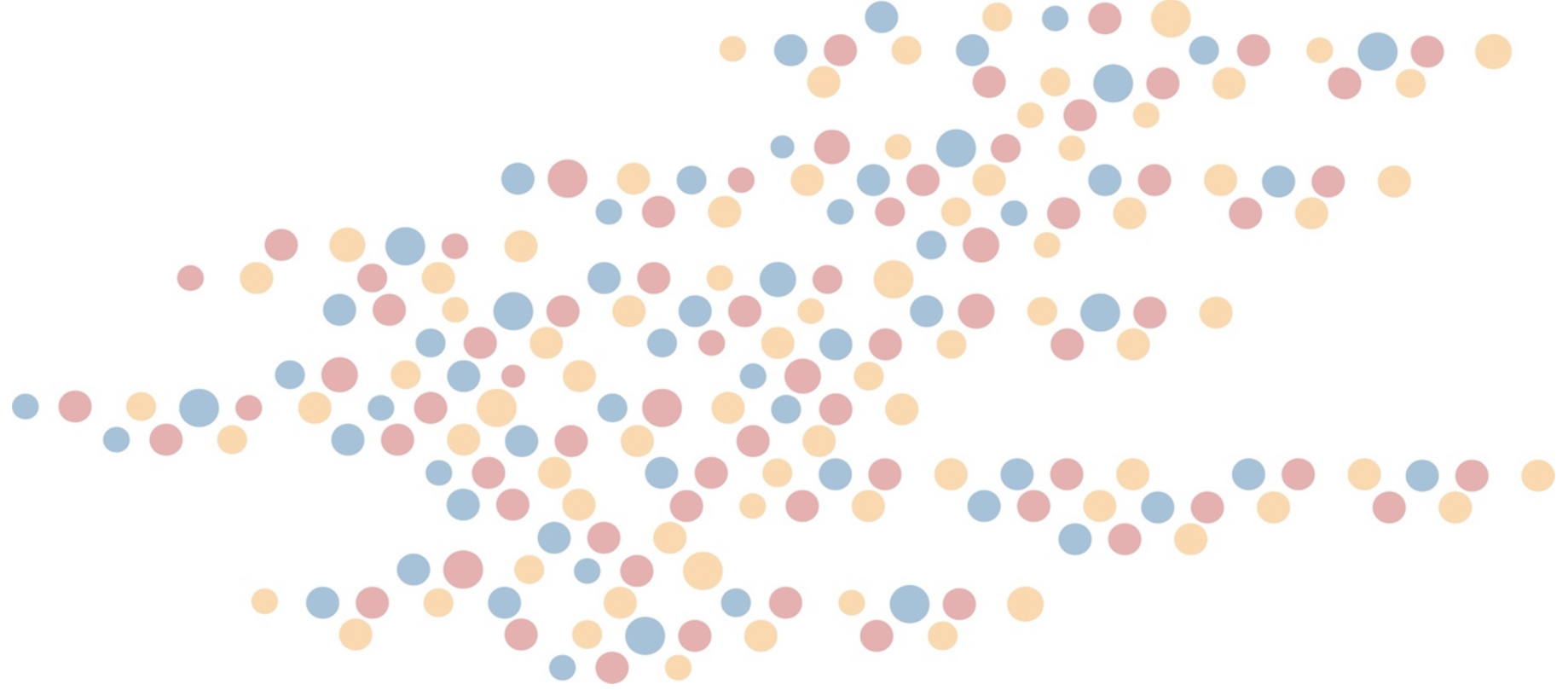




Contents

- Background & methodology
- Campaign visibility and reach
- Campaign understanding and engagement
- Actions Taken
- Summary





Background and methodology

Background & methodology

- Transform Scotland developed a marketing campaign in late 2023/ early 2024 entitled A Wee Walk Works Wonders. The campaign was piloted in two test areas – Renfrewshire and Moray & Aberdeenshire during March 2024.
- The overall goal of the campaign was to increase the number of journeys carried out on foot, with a particular emphasis on encouraging people who tend to drive short distances to walk more often.
- Specifically, the campaign objectives were as follows:
 - To encourage people to swap using the car with walking for short non-leisure journeys (of 1-2 kms in distance, 10-15 minutes on foot).
 - To increase awareness of the benefits of walking, rather than driving, for short journeys.
 - To positively change attitudes towards walking for short journeys amongst key audiences.
- The campaign targeted people of all ages who currently prefer to use the car for short journeys but were motivated to become more active, for health or wellbeing reasons and/or to save time and money.
- The campaign used a range of media channels including advertising on local radio, outdoor advertising (e.g. on buses), posters online ads and PR activity.
- JRS was appointed to conduct campaign evaluation research.



Methodology

A face to face in-street survey approach was used with interviewing at locations across the the two campaign areas – Renfrewshire and Moray & Aberdeenshire.

A total of 761 interviews were conducted in the first half of April 2024. 386 in Renfrewshire and 375 in Moray & Aberdeenshire.


All respondents were drivers aged between 18 and 69 who lived within 10 minutes walking distance of local amenities.

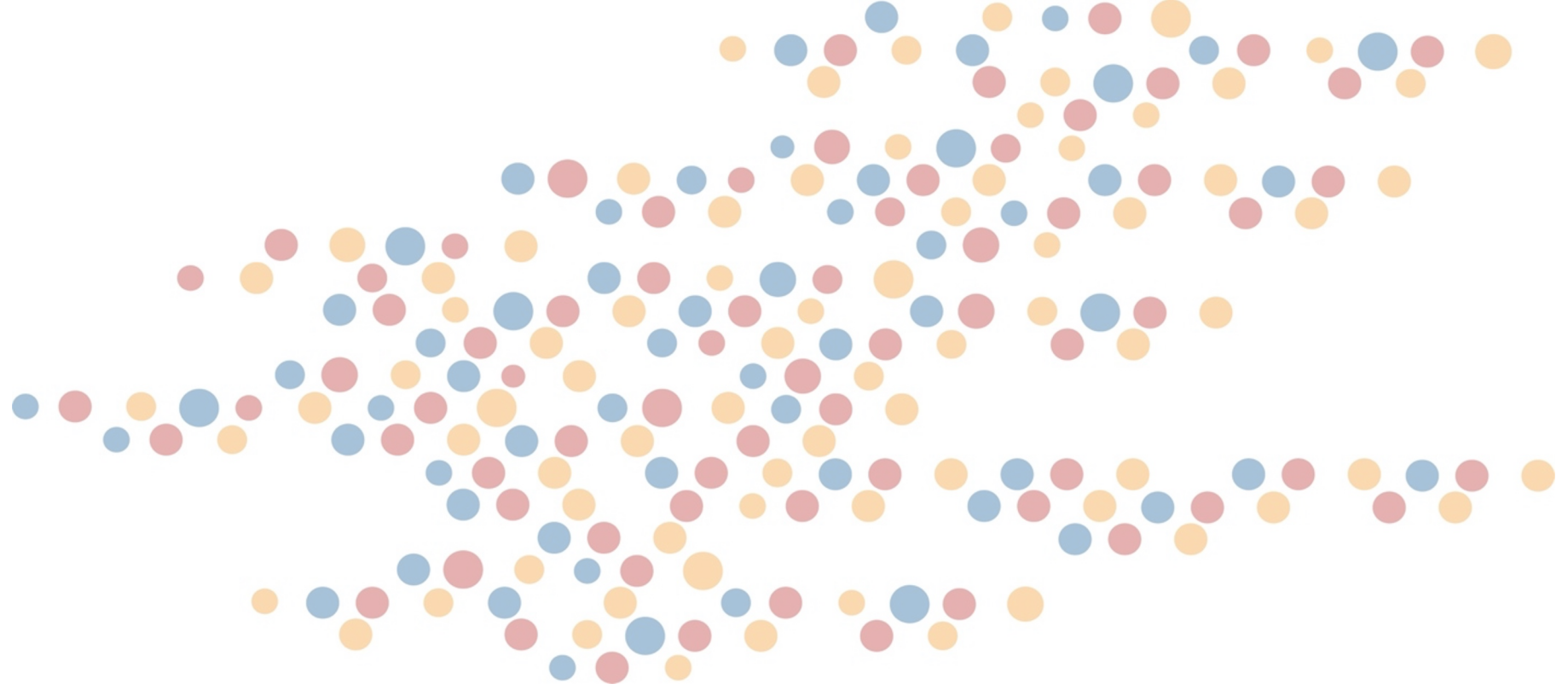
Quotas were applied to ensure that around 60% of respondents were in the campaign's target audience, defined as those who prefer to use the car for short (1-5 mile) journeys but would like to be more active/ to get healthier/ improve mental wellbeing or to save time and money.

Quotas were applied to ensure 70/30 mix of females and males and broad distribution of age groups within the survey sample.



Interpreting the data

- Detailed analysis has been conducted on the dataset with a particular focus on:
 - Core target audience vs non core audience
 - Renfrewshire vs Aberdeenshire & Moray
 - Those who have seen the campaign after prompting with stimulus (total campaign recognisers) vs those who have not see the campaign
- Differences that are statistically significant at the 95% confidence interval (market research standard) are marked with arrows throughout the deck 
- At the bottom of each chart the question wording is noted and the base size is shown
- Where base sizes are very small (<50) these have been highlighted in red – care is needed when using this data



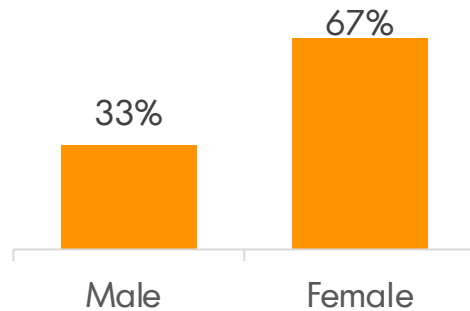
Sample Profile



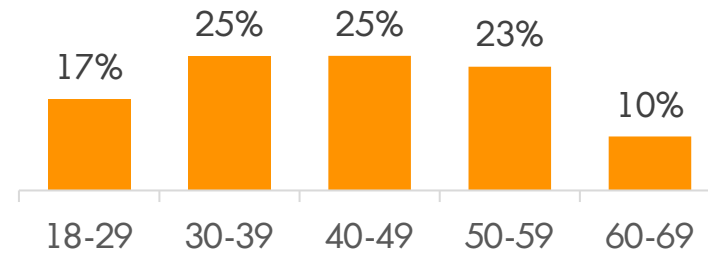
Sample profile

- As referenced in the methodology section, the sample profile reflects the quotas applied during fieldwork to ensure coverage of groups of interest in the evaluation:

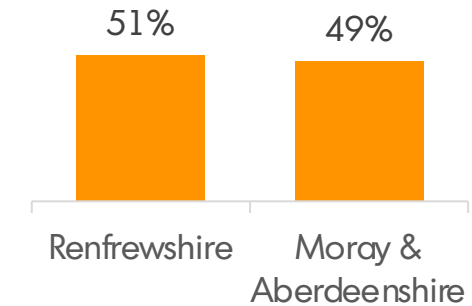
Sex



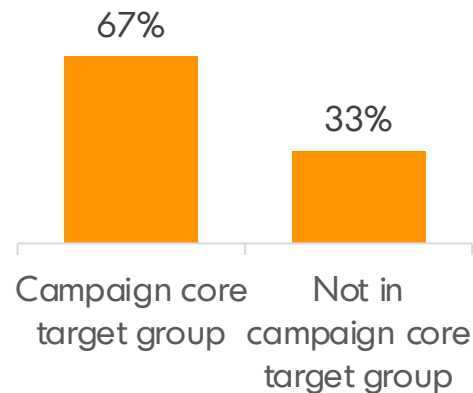
Age



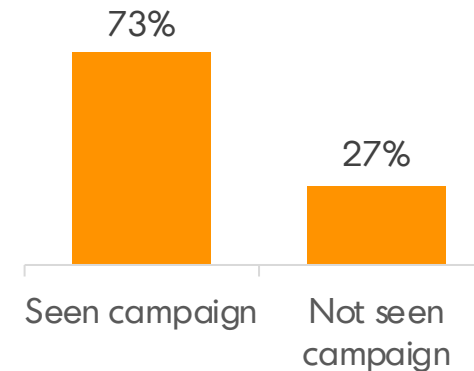
Area

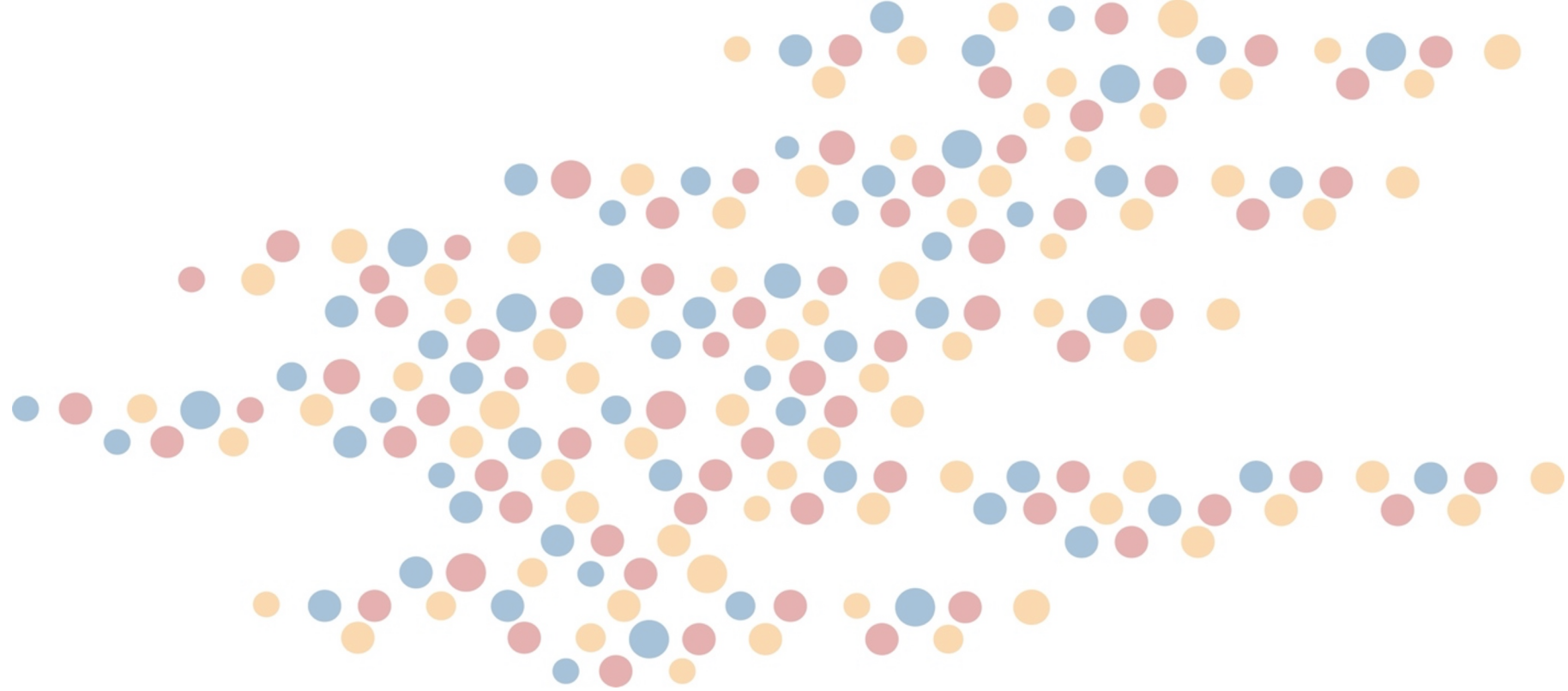


Whether in campaign target group



Whether recognised campaign after prompting



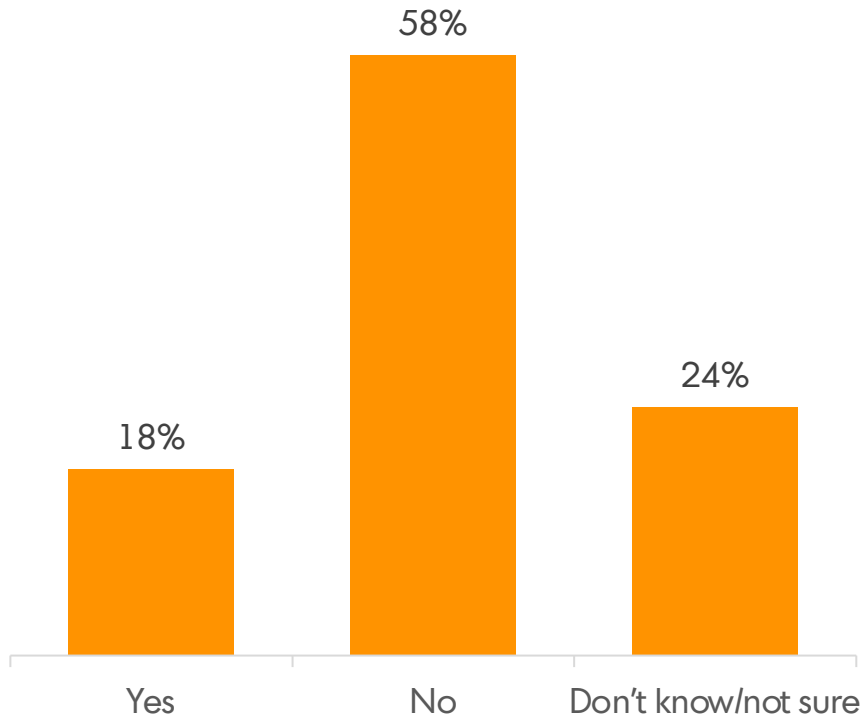


Campaign Visibility & Reach

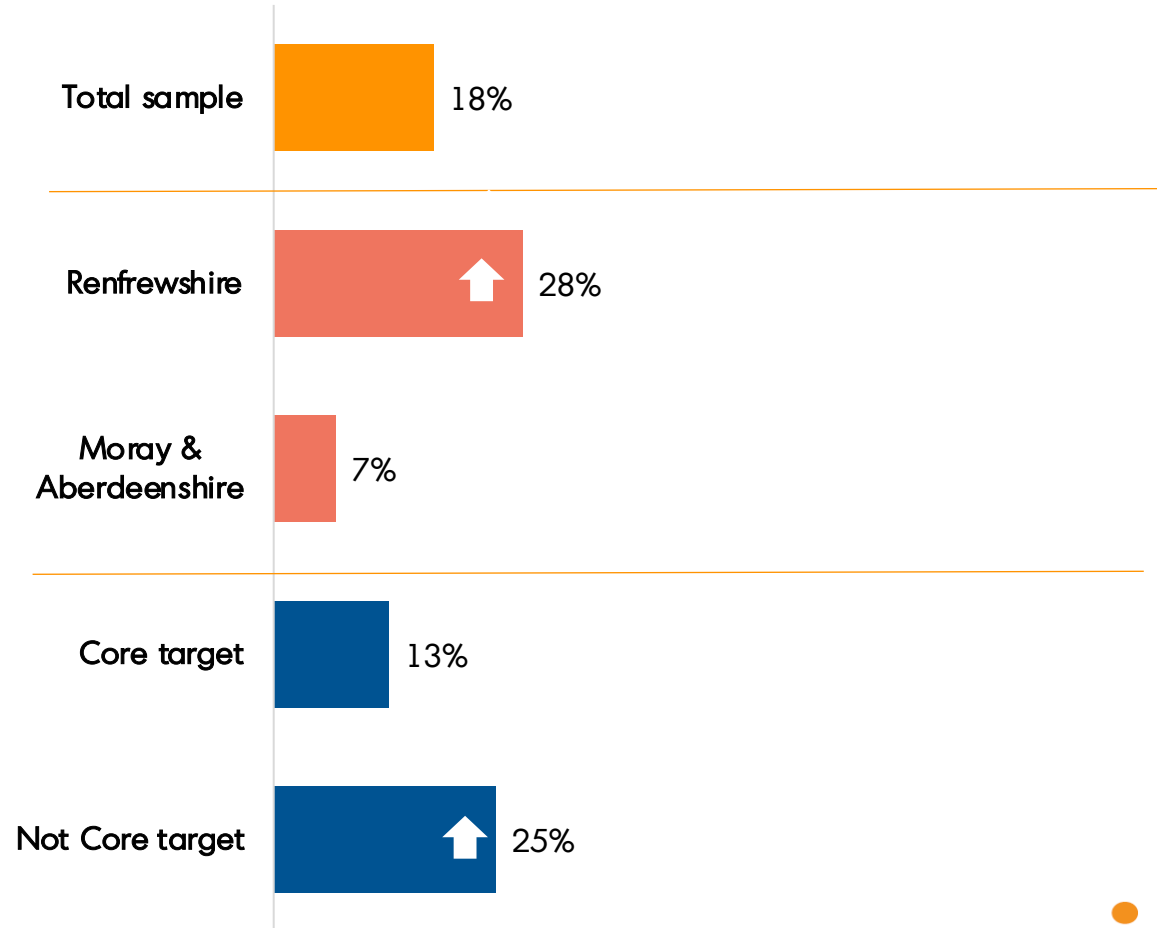


Just under a fifth of the total sample spontaneously remember seeing any form of advertising or publicity relating to choosing to walk instead of taking the car. Levels of spontaneous recall were much higher in Renfrewshire than in Moray & Aberdeenshire

Seen/ heard advertising/ publicity about choosing to walk short local journeys instead of taking the car



Variations by sub-group



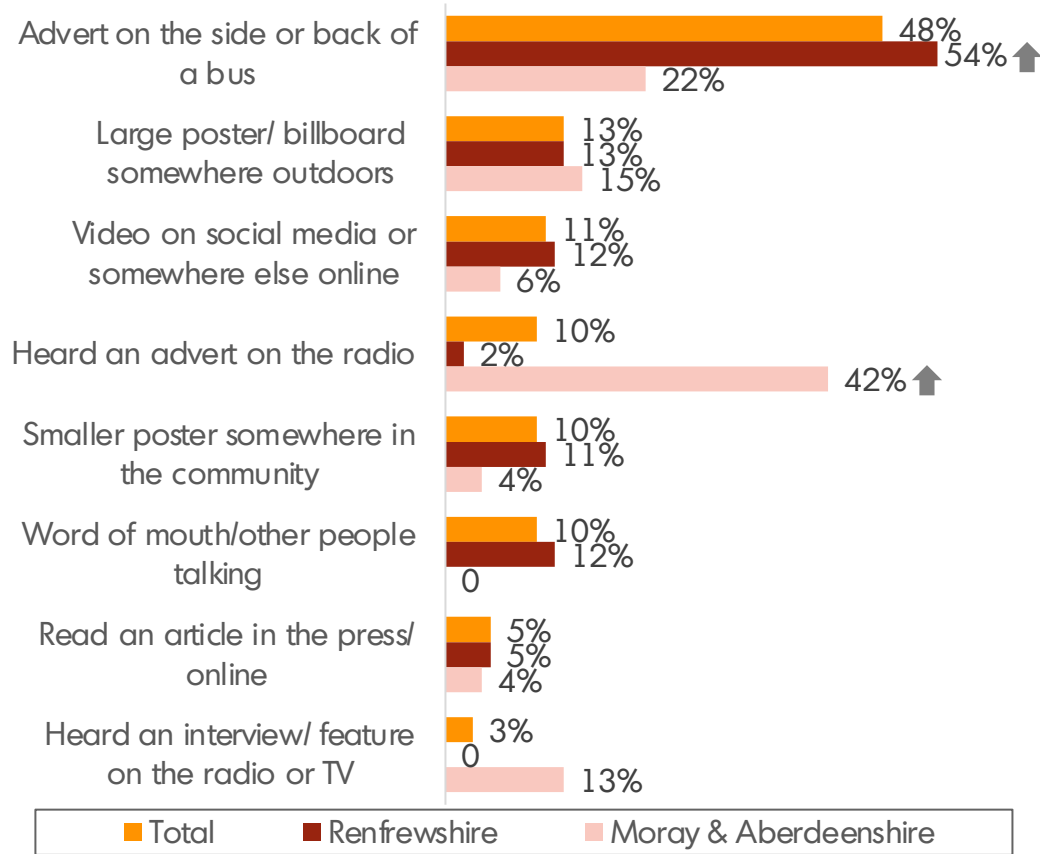
Have you seen or heard any advertising or publicity recently about choosing to walk short local journeys instead of taking the car? *Arrows highlight significant differences.*
Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250, Seen campaign 553 Not seen campaign 298



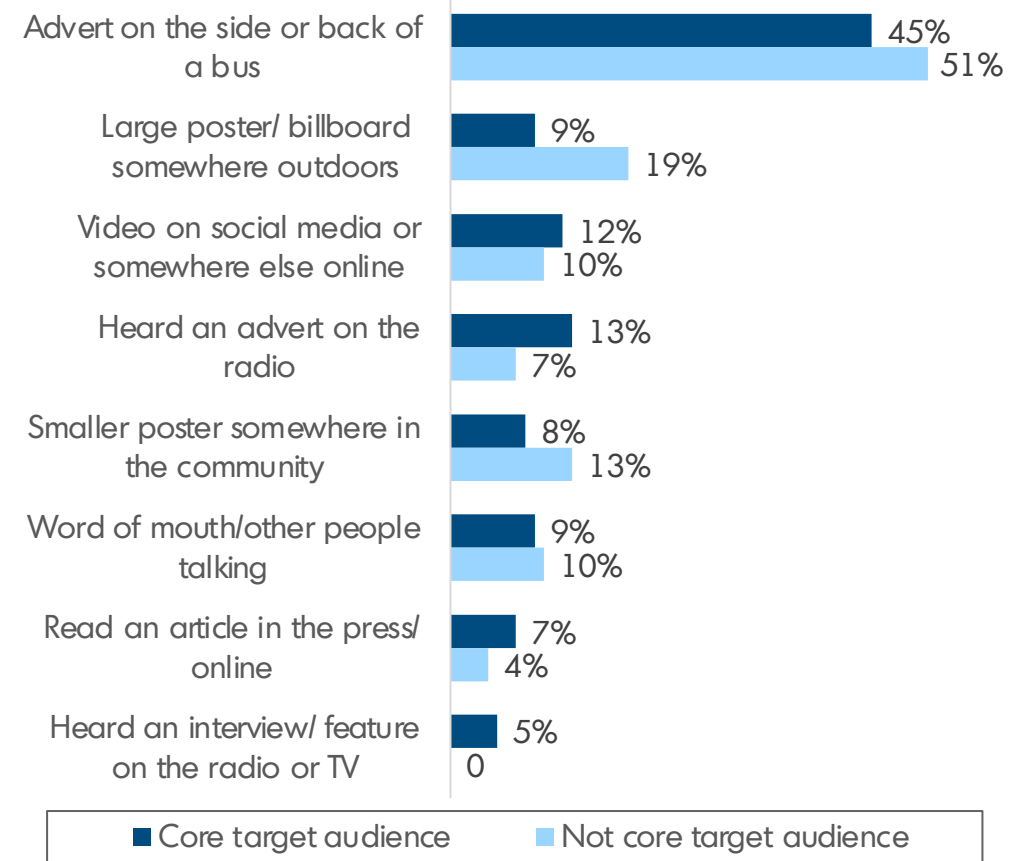
Amongst those who spontaneously remembered any advertising or publicity, Renfrewshire residents were most likely to recall bus advertising while Moray & Aberdeenshire residents were most likely to have heard an ad on the radio.

Where advertising/ publicity was seen (amongst those who recall seeing anything)

Total and by area



Core vs not core audience



Where did you see or hear this advertising or publicity? Note very small sample sizes in red. Arrows highlight significant differences. Base (those who recalled seeing recent advertising): 138. Renfrewshire 110 Moray & Aberdeenshire 28, Core target 73 Not core target 65



Two thirds of those who spontaneously remembered seeing any advertising or publicity referenced elements of the A Wee Walk Works Wonders campaign. This equates to 12% of the total target population. Messaging around health benefits was most strongly recalled and many mentioned elements of the campaign strapline.

Elements of advertising/ publicity recalled

66% of those who remembered seeing any advertising or publicity correctly described the campaign



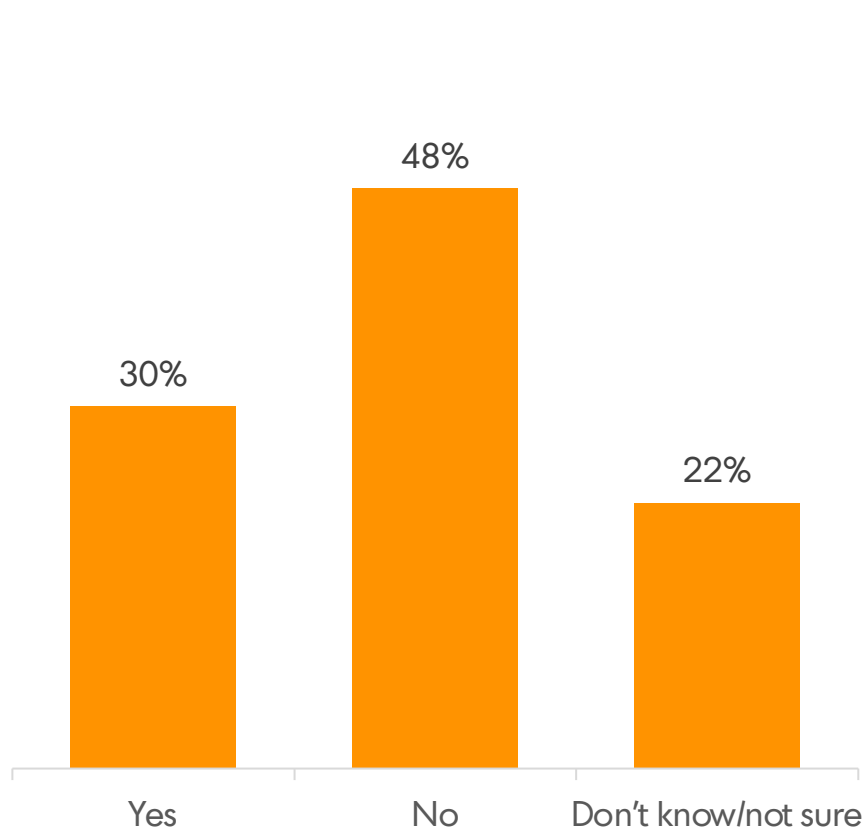
Cut through = 12%



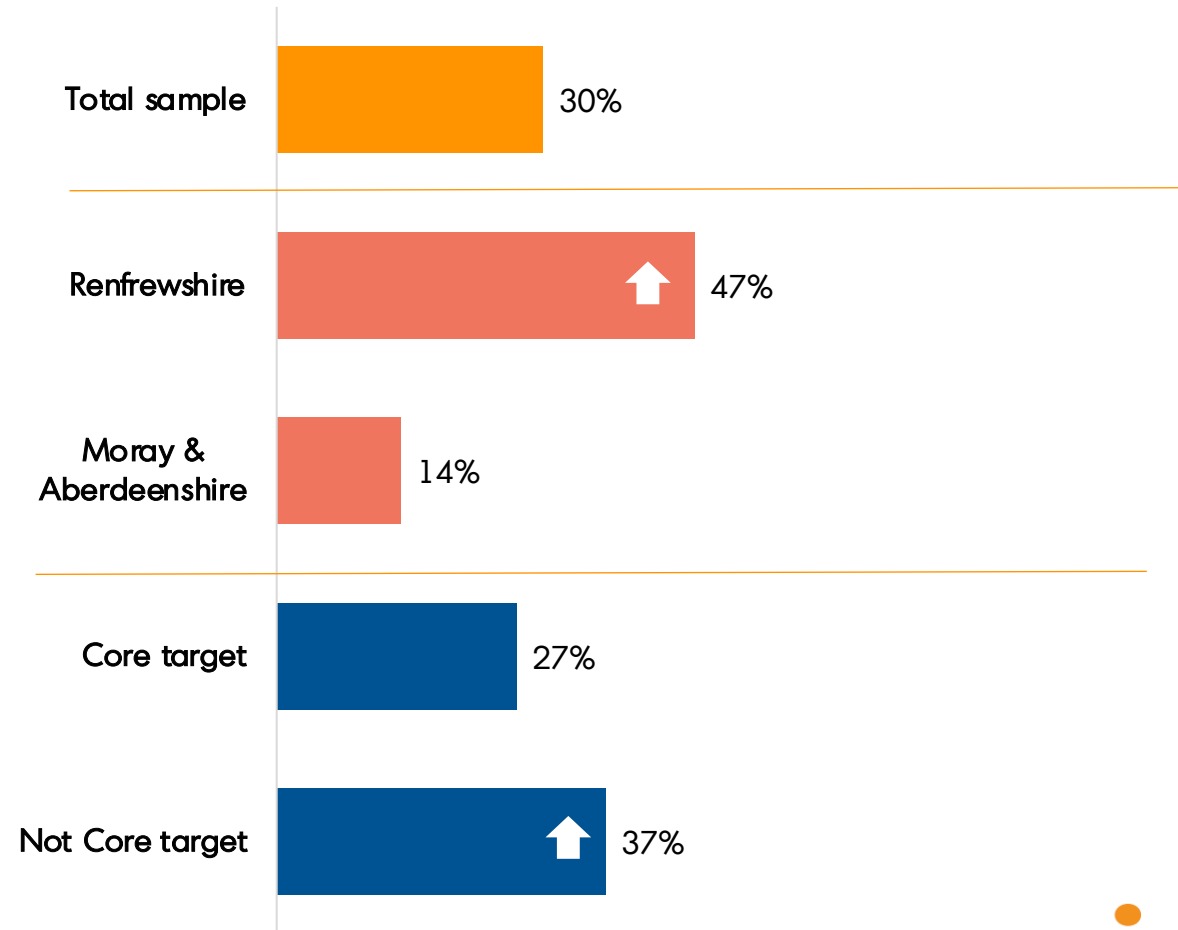


On prompting 3 in 10 recalled the line 'a wee walk works wonders'. Recall levels were significantly higher in Renfrewshire, where almost half of respondents recognised the line. Those not in the core target audience also had higher recall of the line.

Recall of 'A wee walk works wonders' line



Variations by sub-group



A recent advertising campaign had the strapline 'A wee walk works wonders'. Do you remember hearing or seeing this line before today? *Arrows highlight significant differences.*
Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250, Seen campaign 553 Not seen campaign 298

Respondents were shown each of the different elements of the campaign before being asked a series of questions regarding their recall of these and the subsequent impacts.

Online video (played in full)



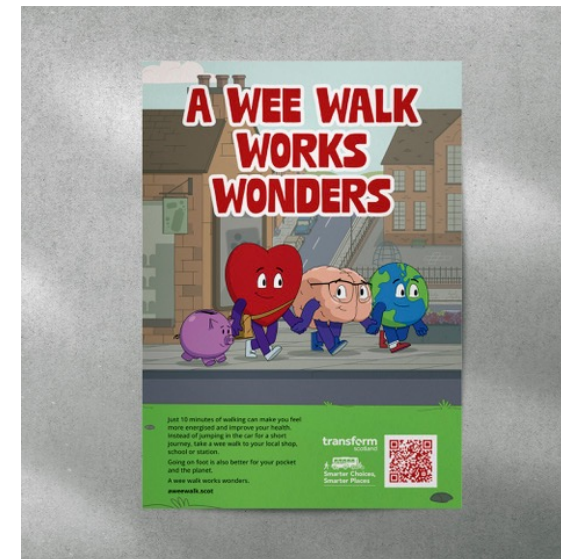
Audio (played in full)



Outdoor ads (shown in situ)



Community poster

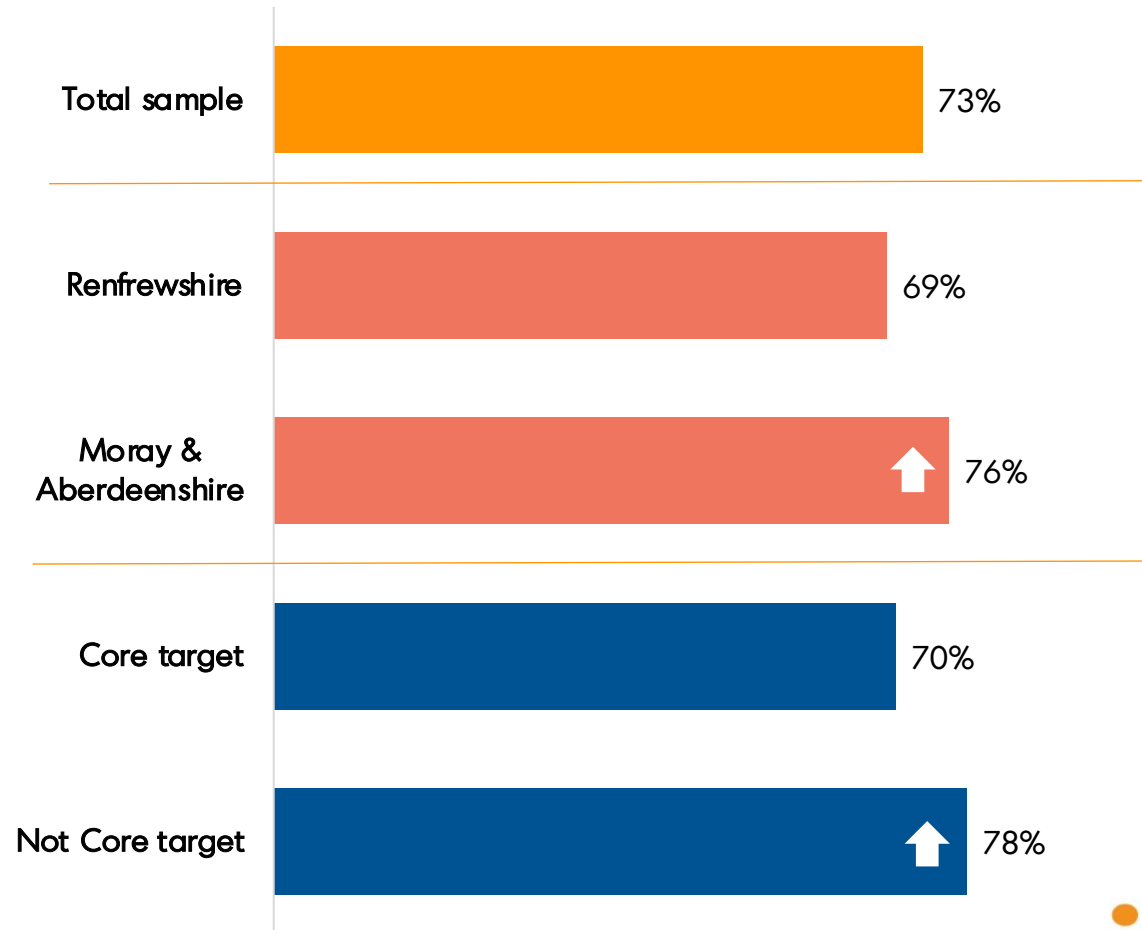




Overall, almost three quarters recognised one or more of the adverts. Levels of recognition were highest in Moray & Aberdeenshire and amongst those not in the core campaign target audience.

73% recognised one or more elements of the campaign

Variations by sub-group

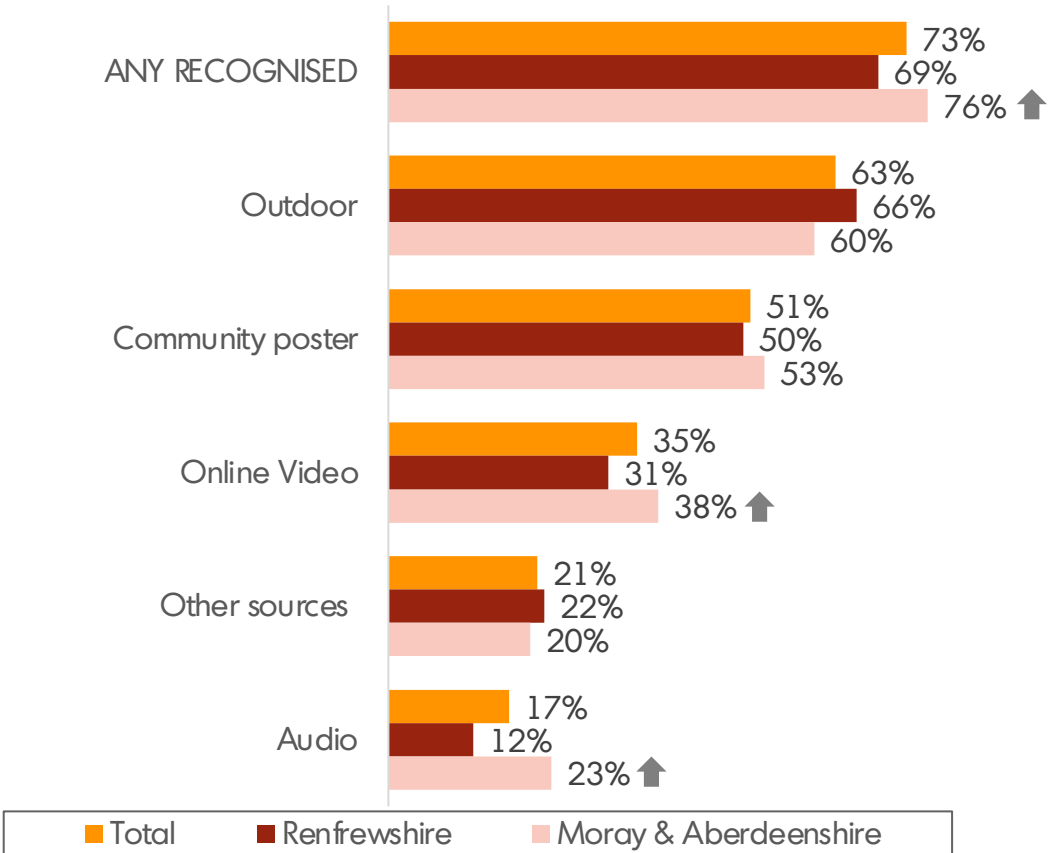




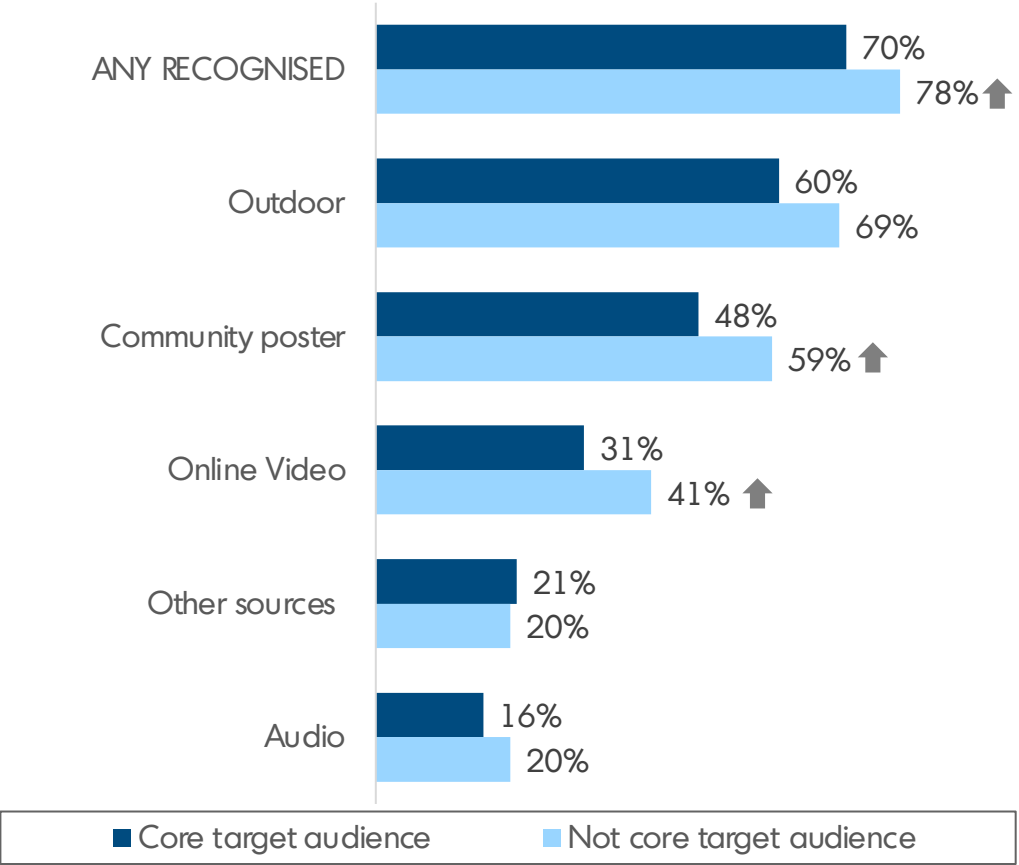
The outdoor advertising and community posters were the media most likely to be recalled in both areas. The online video and audio had a higher level of cut through in Moray & Aberdeenshire than Renfrewshire. Community posters and the online video drove higher overall awareness for non core audiences.

Summary of recognition by channel

Total and variations by area



Core vs not core audience



Summary of positive responses to Q9 to Q14 which tested recognition of each campaign element. Arrows highlight significant differences.
 Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250



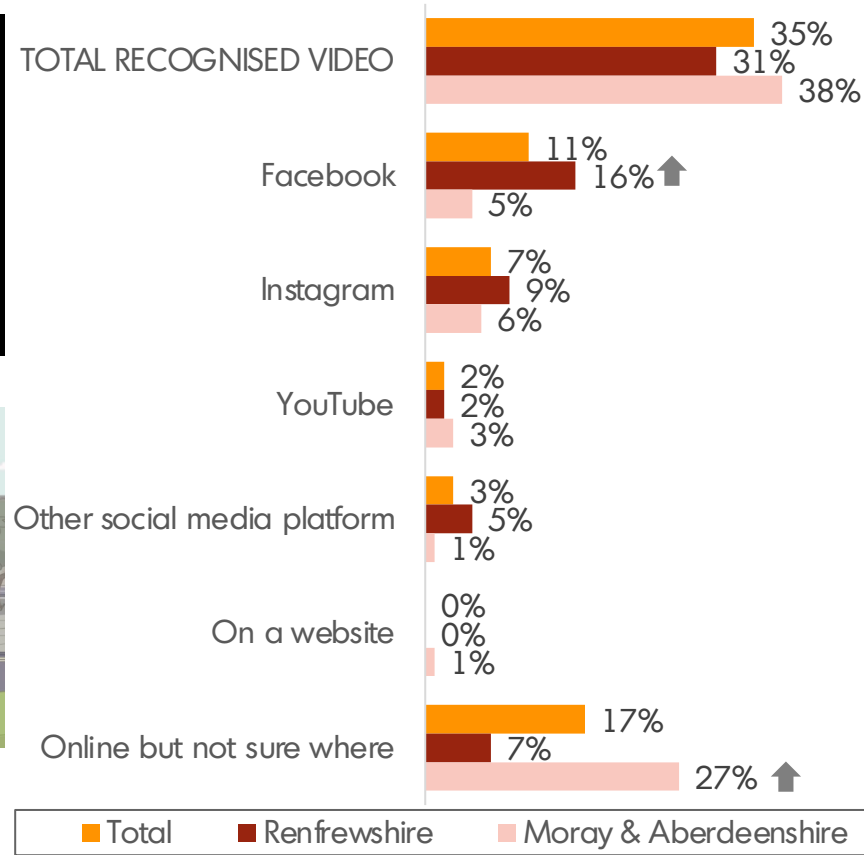


When asked where they had seen the online video, Facebook and Instagram were most likely to be mentioned. However, a significant minority were not sure where they had seen the video, especially in Moray & Aberdeenshire, which is not unusual in research of this type.

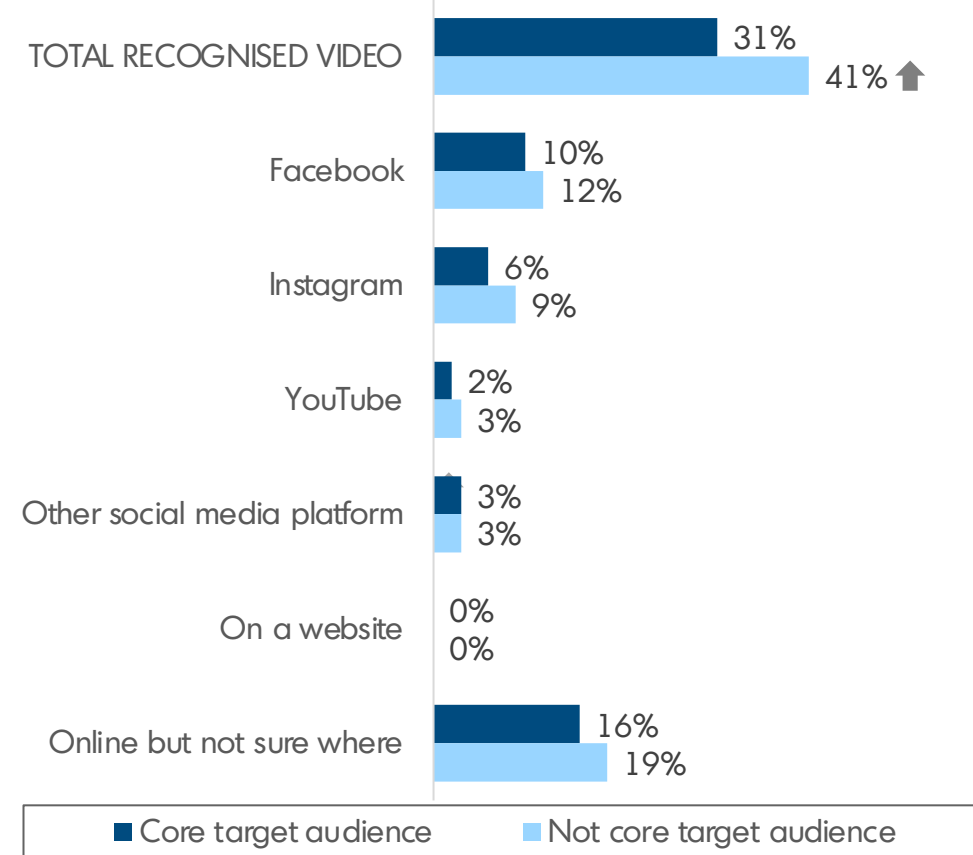
Where ONLINE VIDEO was seen online



Total and variations by area



Core vs not core audience



This ad has been shown online recently, on social media and on websites. Have you seen this ad or a similar one recently? Arrows highlight significant differences.
 Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250

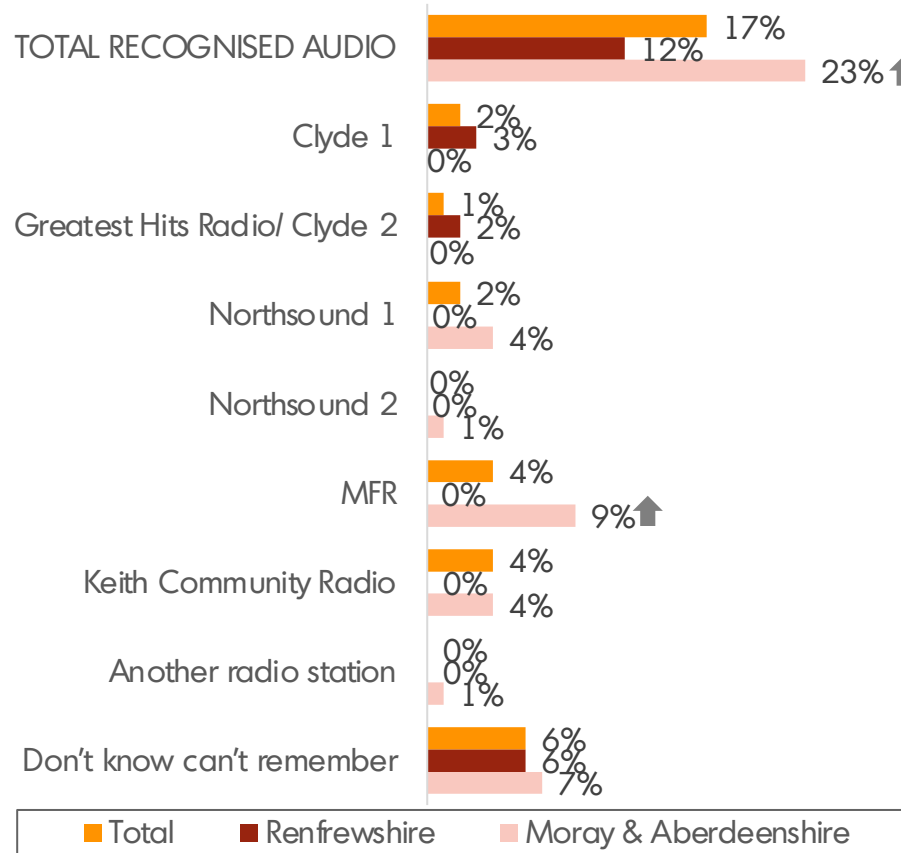


Radio was more widely recalled in Moray & Aberdeenshire. Almost a tenth of residents in these areas remembered hearing the advert on MFR with this channel also slightly more effective at reaching the core campaign audience.

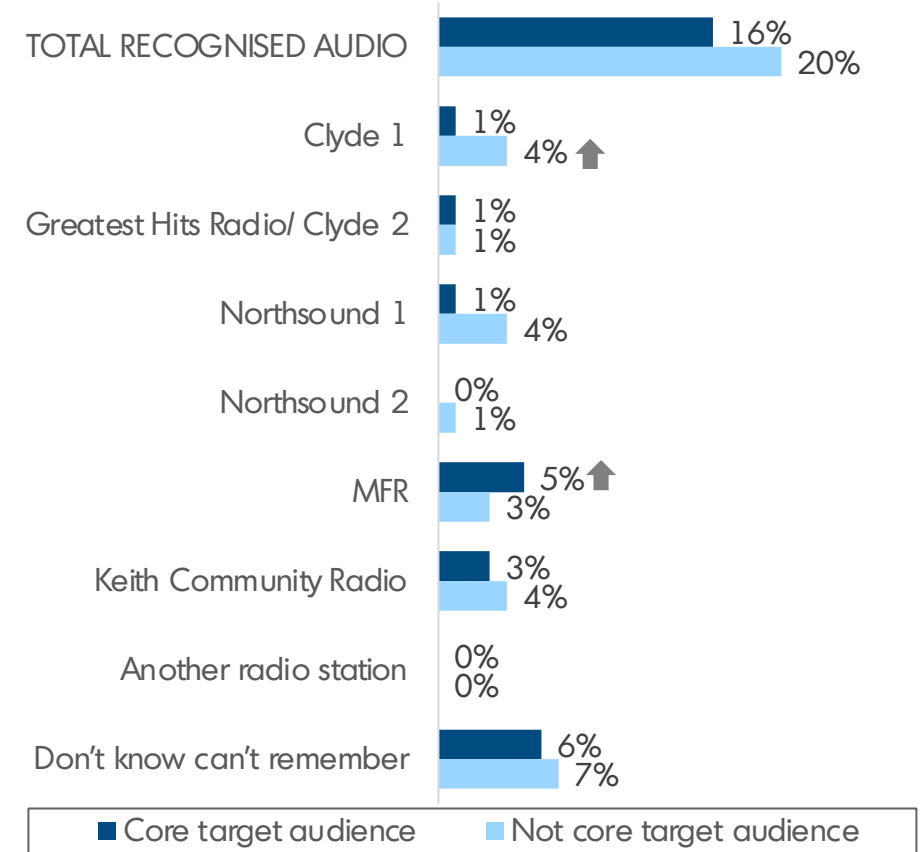
Where AUDIO was heard



Total and variations by area



Core vs not core audience



Have you heard this ad on the radio recently?
 Can you remember which radio station you heard the advert on? (re-based on total sample)
 Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250. Arrows highlight significant differences.

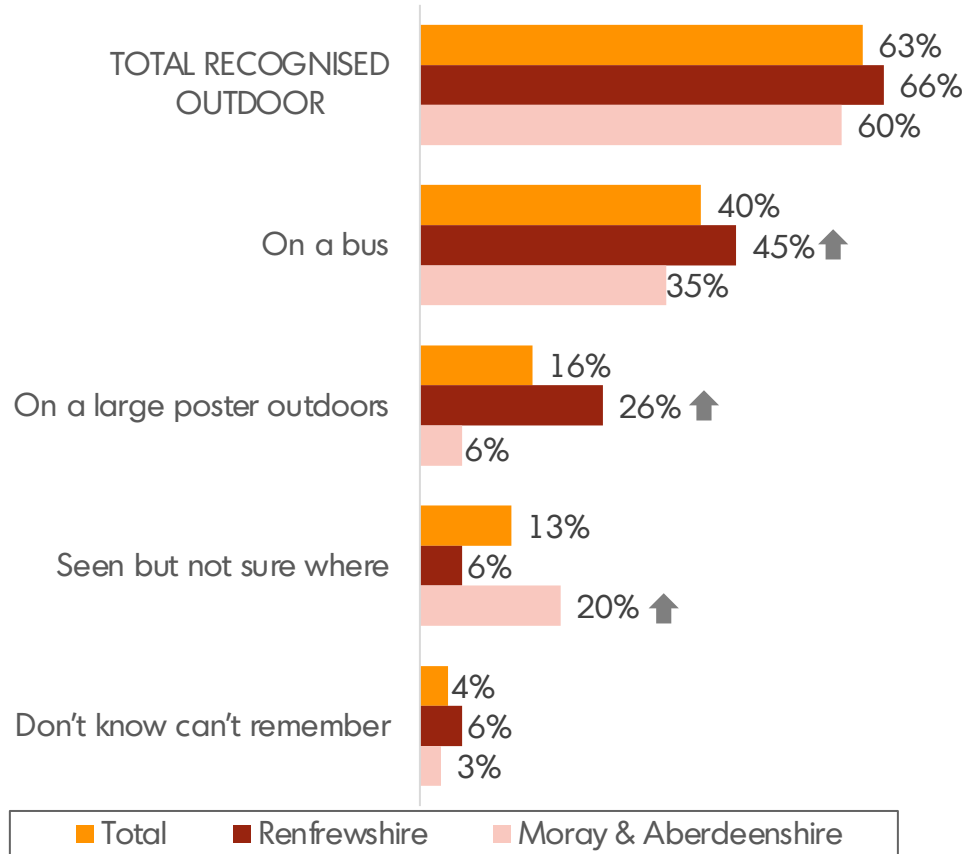
While residents of Renfrewshire were particularly likely to remember seeing the outdoor advertising on a bus, residents of Moray & Aberdeenshire were more likely to state that they had seen the outdoor posters but couldn't remember where. Non core audiences had higher recall of outdoor ads.



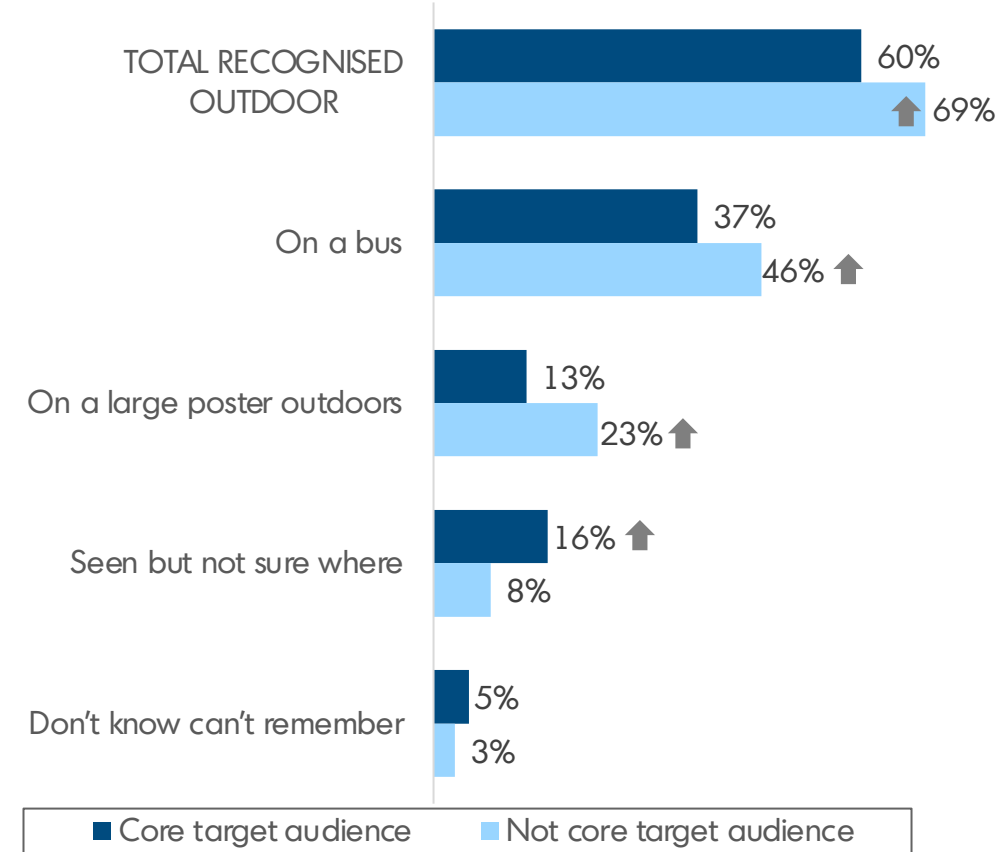
Where OUTDOOR ADVERTISING was seen



Total and variations by area



Core vs not core audience

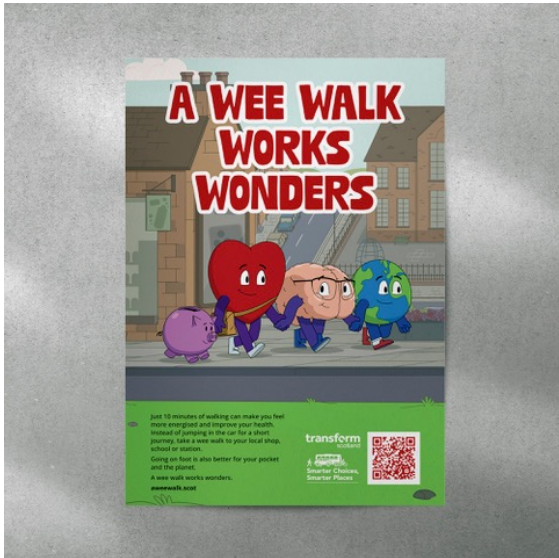


Have you seen these ads in any places outdoors recently?
 Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250. Arrows highlight significant differences.

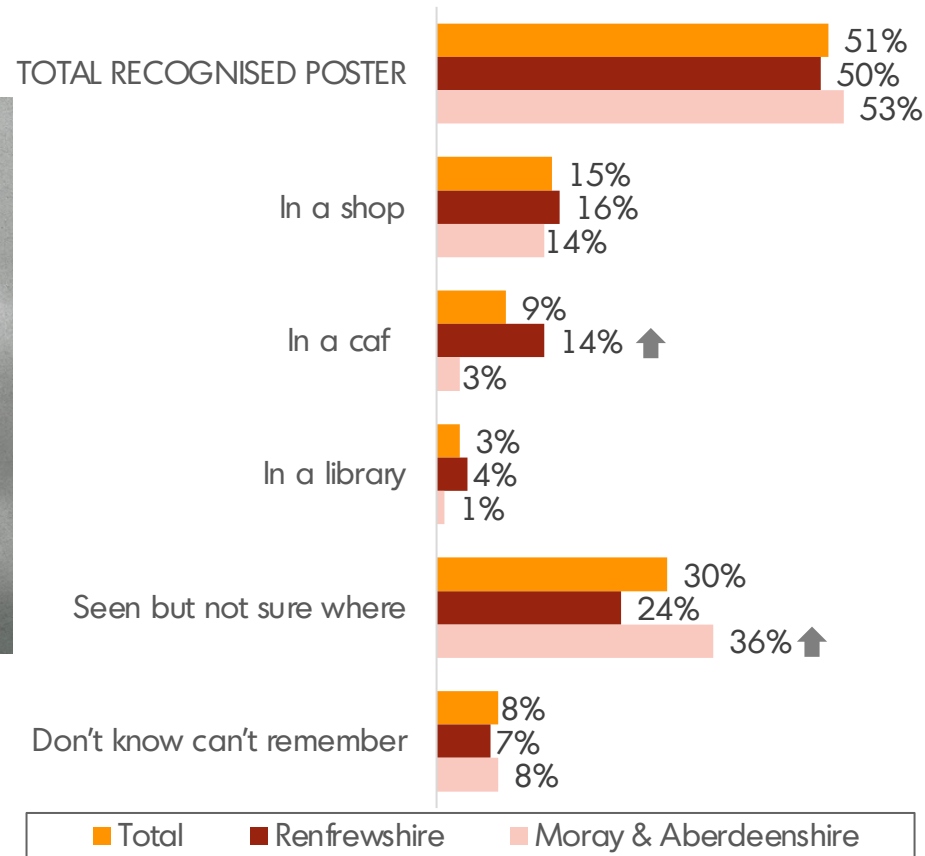


The community poster was recognised by around half of respondents in both areas although in many cases they were not sure exactly where they had seen it. Like the large outdoor ads, the community posters were more widely recalled by the non core audience.

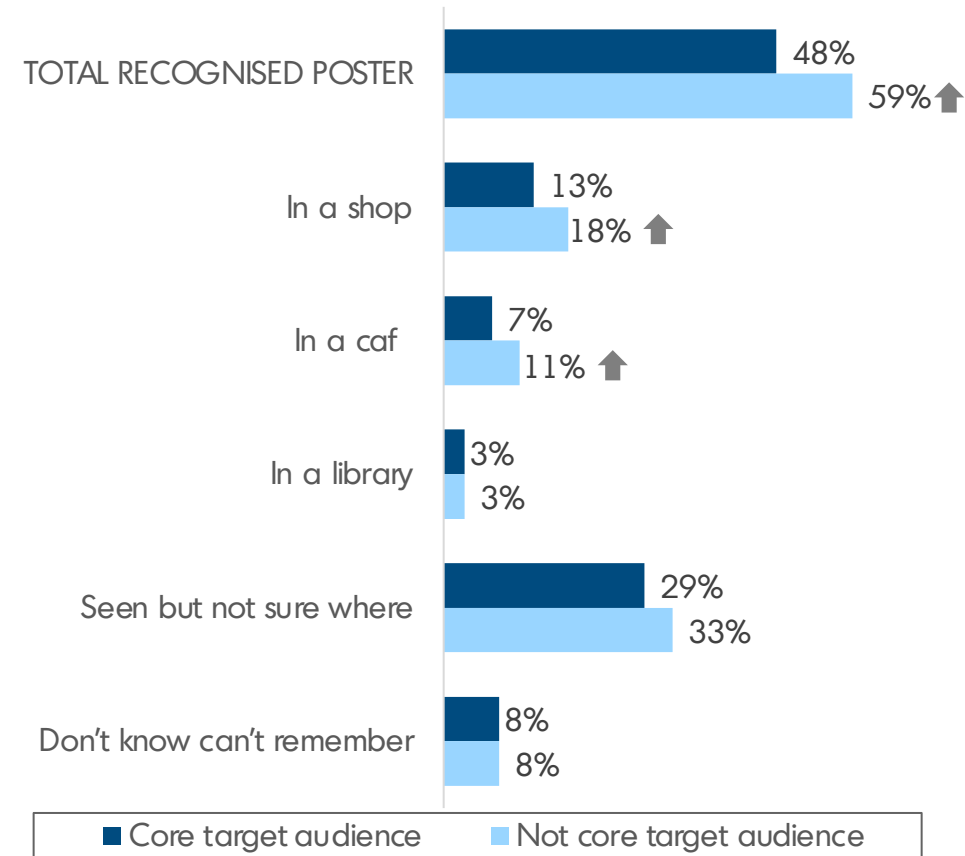
Where COMMUNITY POSTER was seen



Total and variations by area



Core vs not core audience



Have you seen these ads in the community recently?
 Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250. Arrows highlight significant differences.

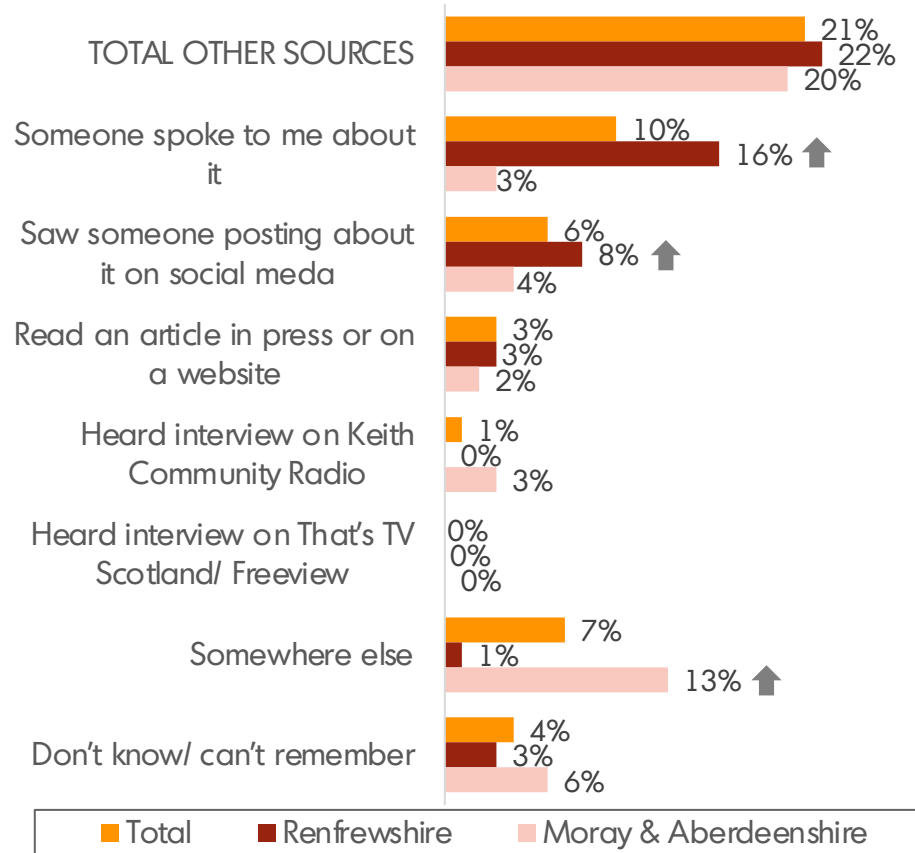


Around a fifth in both areas also referenced seeing or hearing about the campaign from other sources including in person or online discussions with people they know (especially in Renfrewshire).

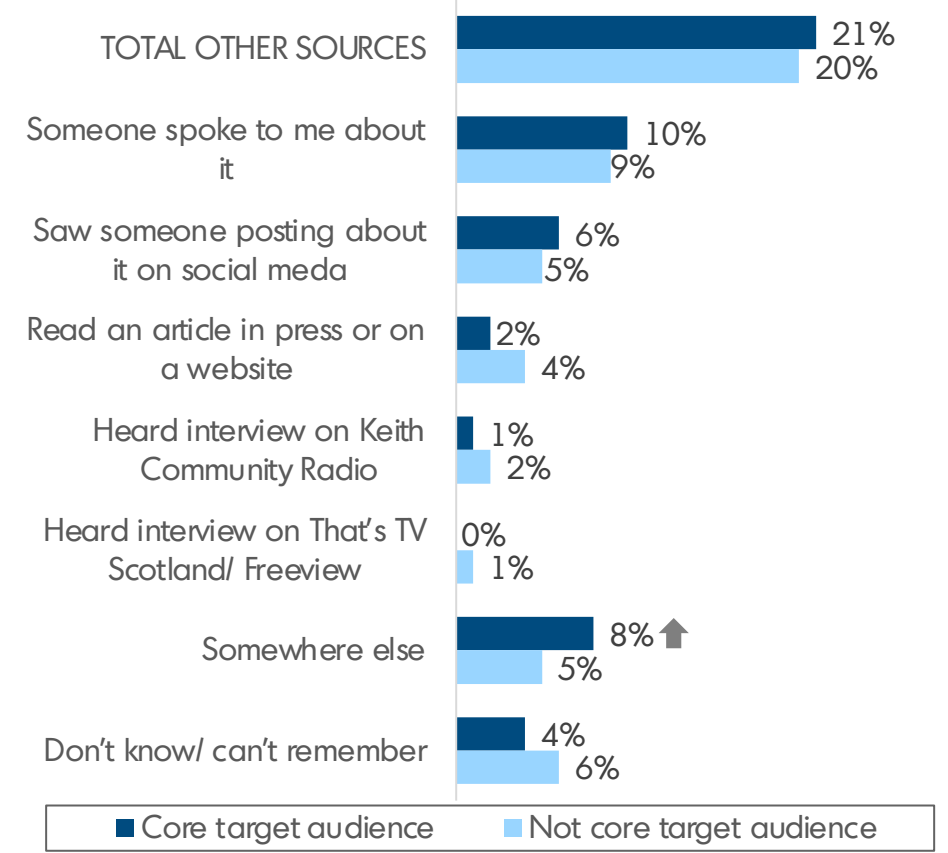
OTHER SOURCES



Total and variations by area



Core vs not core audience

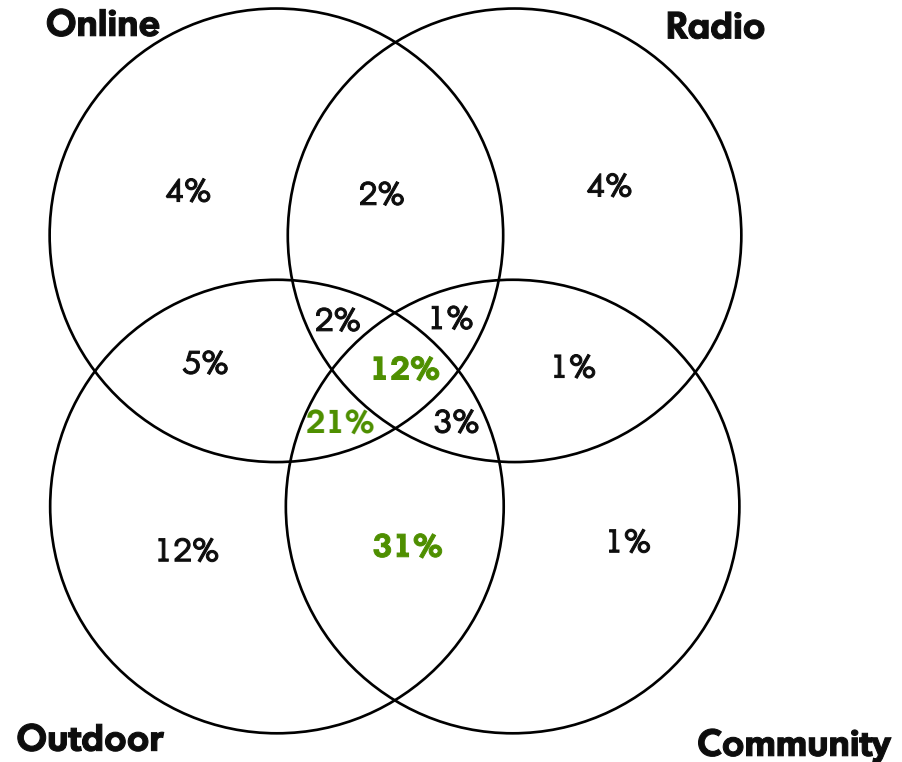
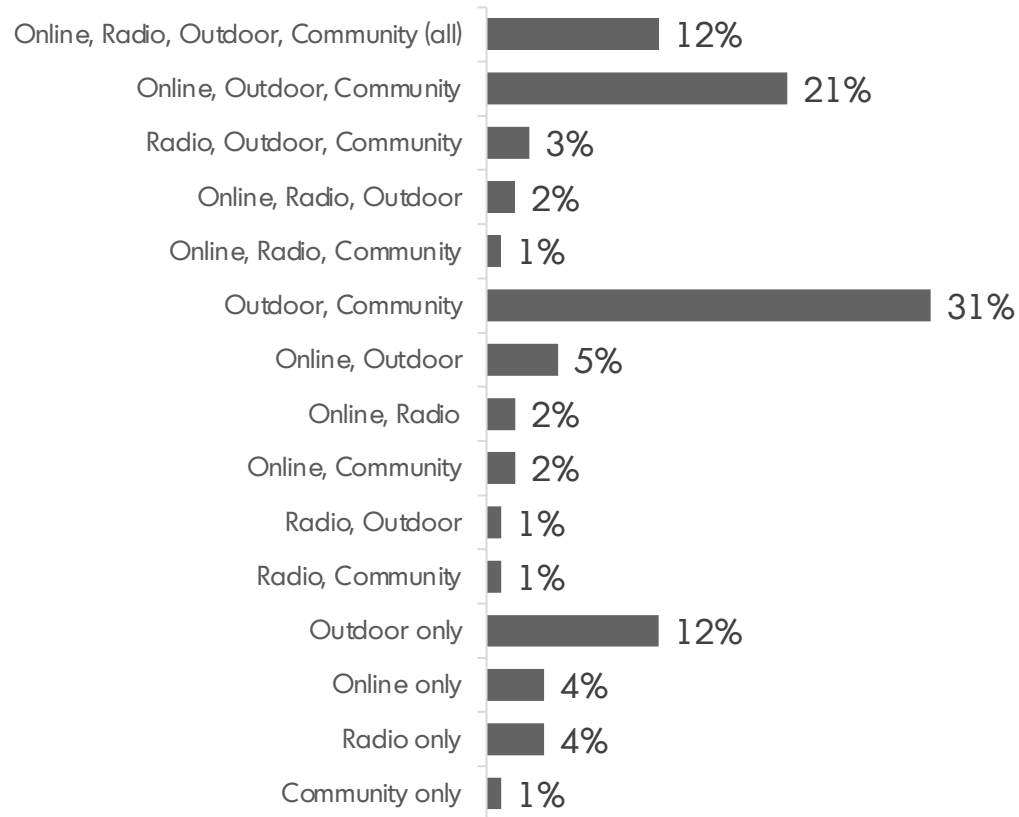


Have you seen or heard anything else about this campaign from any of the following places?
 Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250. Arrows highlight significant differences.



The most common combinations of media seen were Community Posters and Outdoor and Community Posters, Outdoor and Online. Around 1 in 8 of those who had seen or heard the campaign recognised all of the media channels

Media crossover (based on those who recognised any campaign elements)



Have you seen or heard anything else about this campaign from any of the following places?
 Base (those who had seen or heard any campaign elements): 552.



Estimating campaign reach

Applying the survey results to population estimates for each area allows us to estimate the number of people who saw the campaign.

	Renfrewshire	Moray & Aberdeenshire	Sources used
Total adult population	147,000	294,000	Census data
Population that campaign is relevant to (aged 18-69, with driving license, live within 10 mins of local amenities)	65,000	127,000	Estimated using national survey results (Transport Scotland, Sustrans, Paths for All)
Estimated number of people resident in areas that recognised campaign	46,000	100,000	Using recognition results from AWWW survey evaluation as shown on page 14. Reweighted to allow for quotas used in survey sampling to ensure representative of population.

As such it can be estimated that overall around **150,000 people** living in either Renfrewshire or Moray & Aberdeenshire were reached by the campaign. This equates to around a third of all adults.

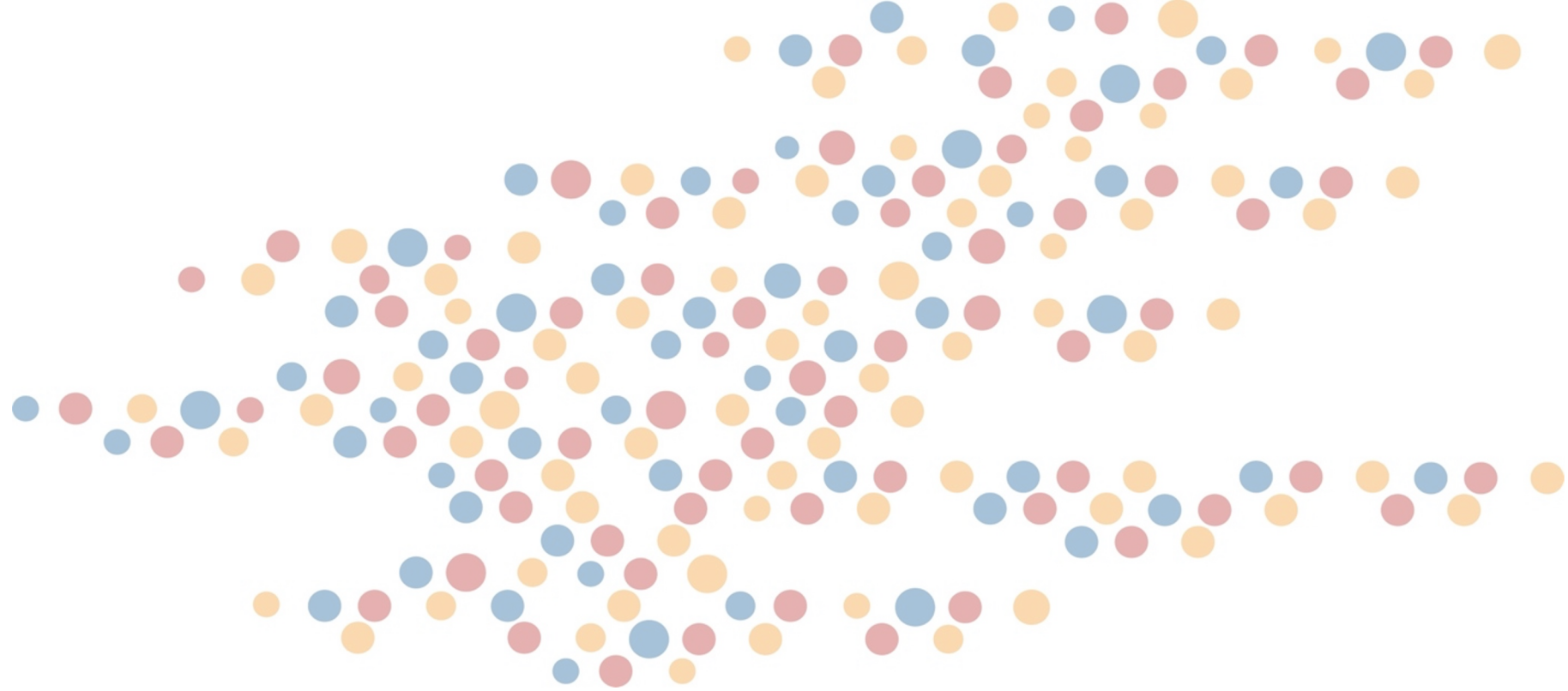
Note that this total only includes those people who saw the campaign who drive and live close to local amenities, other people not within this group (e.g. people who don't drive) will also have seen the campaign and may have been impacted.

Also, in addition to these people living within the areas which were the focus of the campaign, it is likely that many other residents of other areas saw or heard the campaign (e.g. on radio advertising, on bus side advertising, online).



Campaign Visibility & Reach Summary

- The campaign creative, including strapline, was clearly memorable cutting through at the spontaneous level
- On prompting almost three-quarters of the audience remembered seeing the ads – a really strong performance especially for a small budget
 - With higher overall awareness in Moray & Aberdeenshire than Renfrewshire
 - And amongst non core audiences – who are perhaps already engaged with the topic
- The large format and community outdoor channels performed particularly well - the consistent creative approach is likely to have helped cement awareness
- Online video and radio also contributed to the mix, performing particularly well in Moray & Aberdeenshire
- And word of mouth was also important, with those in Renfrewshire more likely to speak about the advertising or have seen the ads shared on social media

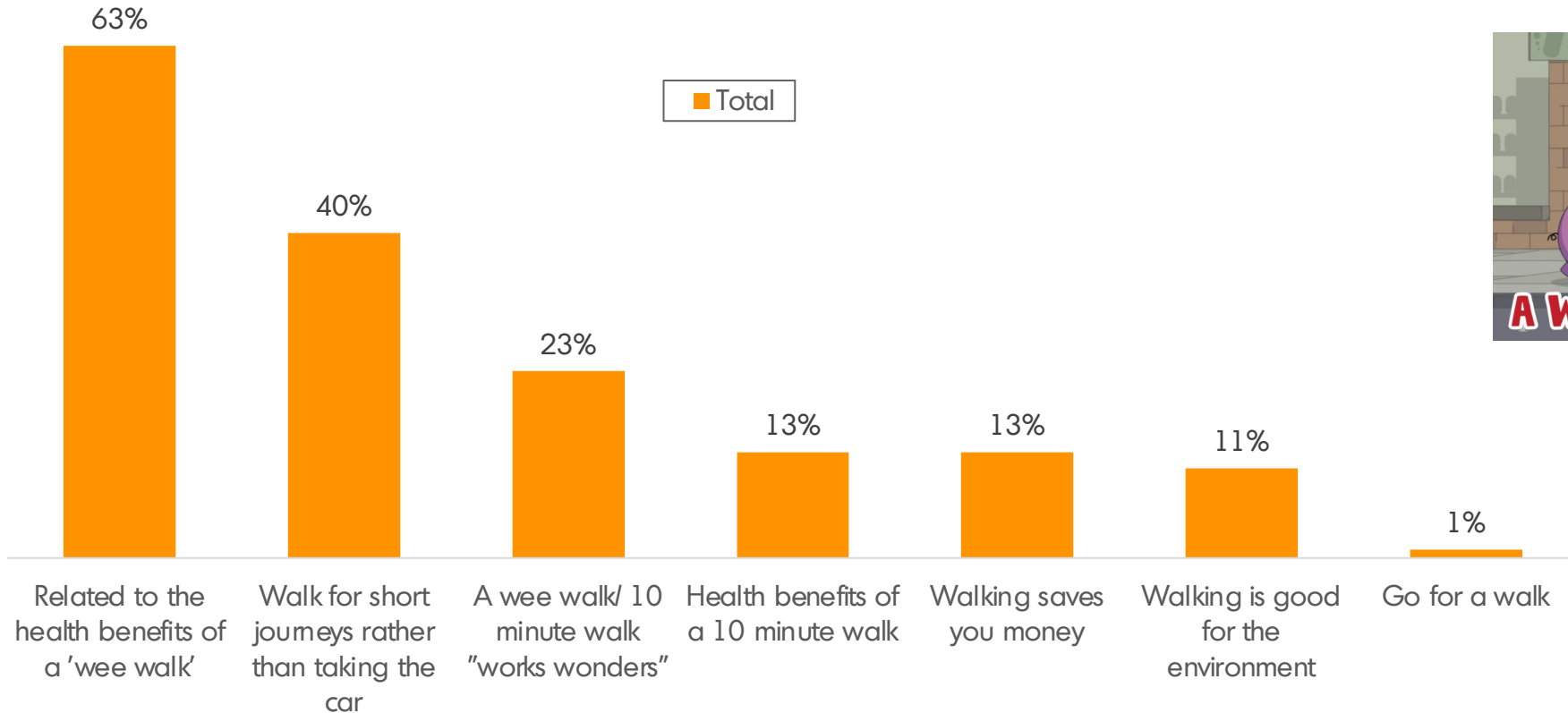


Campaign Understanding & Engagement



After seeing the stimulus, respondents were asked what they took as the main messages from the campaign. Everyone was able to identify at least one key message. The health benefits of walking were referenced most often, with the core message about leaving the car and the strapline wording also coming through clearly.

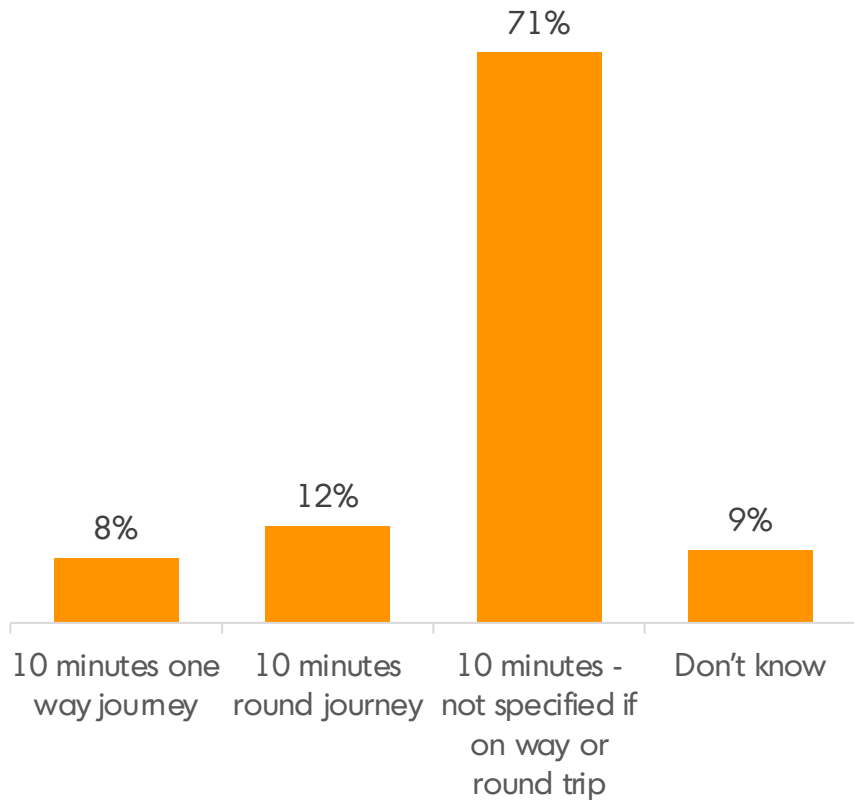
Spontaneous message take out



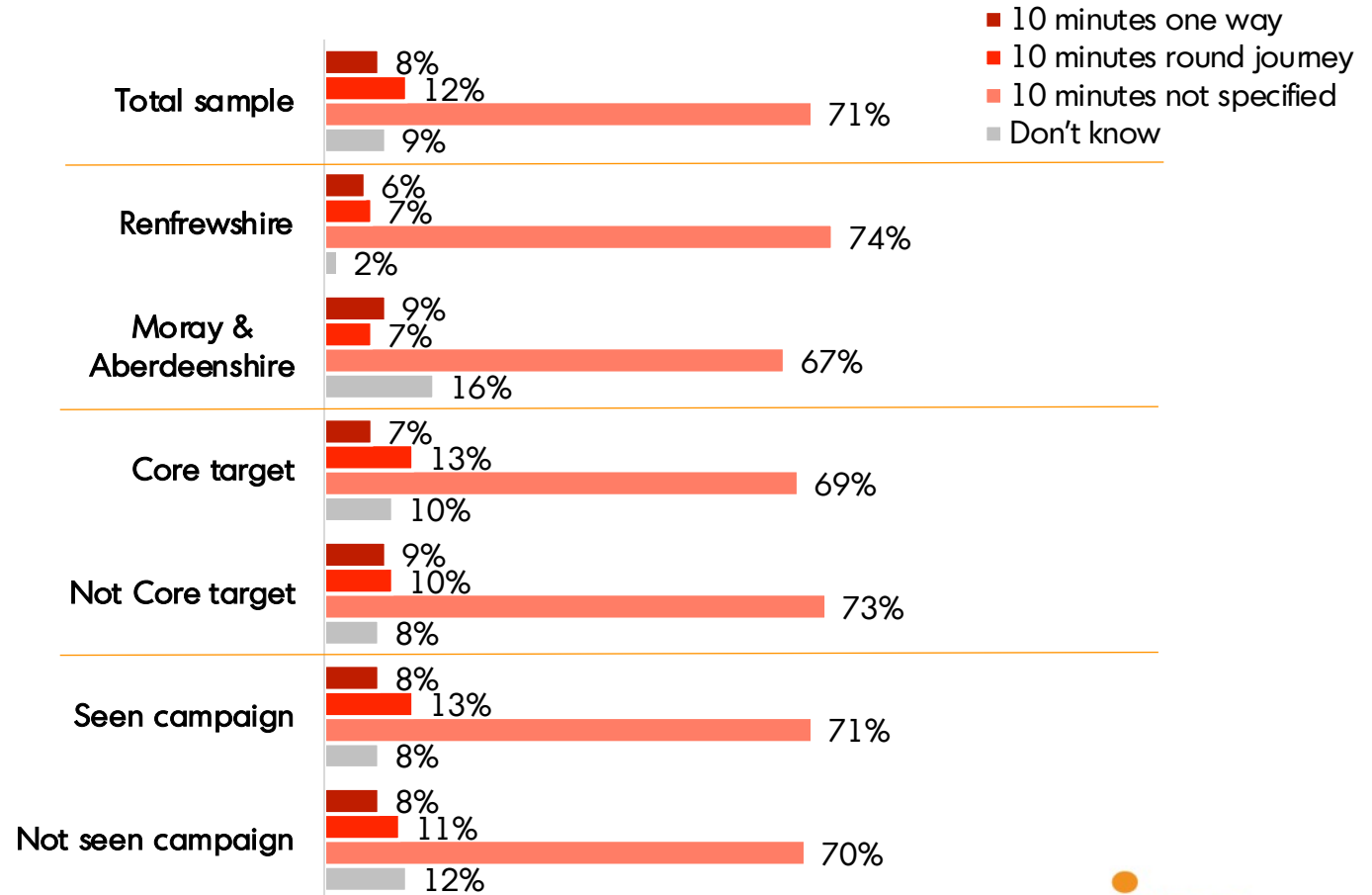


Asked what length of journey they thought the campaign related to, while the majority were clear it related to 10 minutes, most were not specific over whether this related to a one way or a round journey.

Understanding of campaign journey length



Variations by sub-group



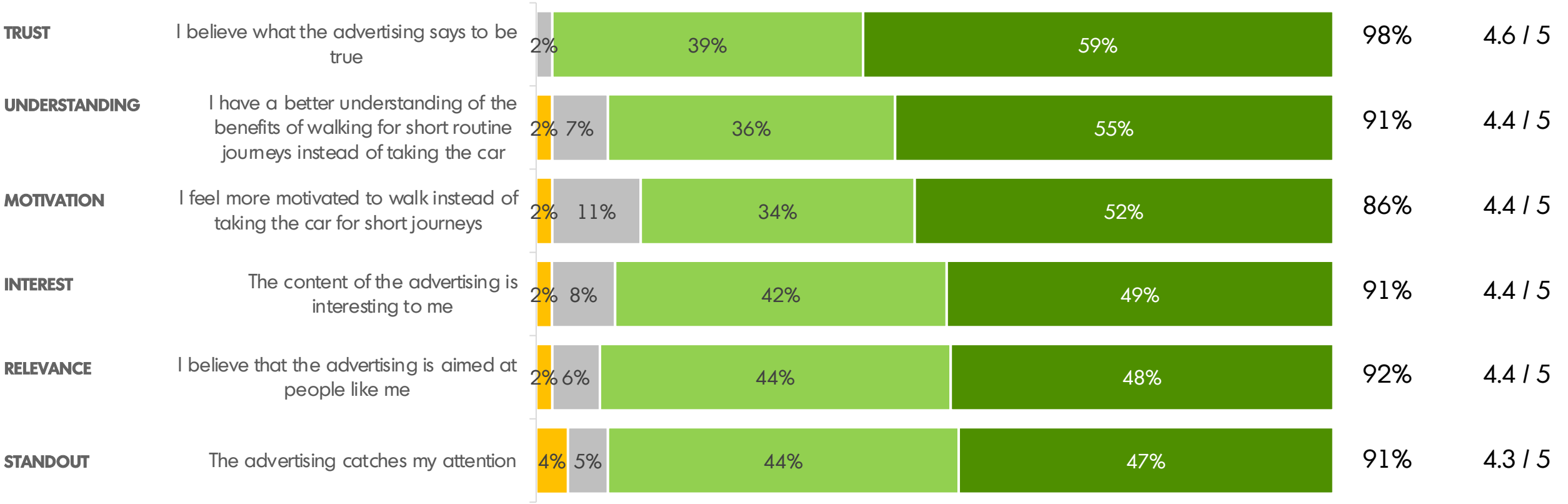
What length of journey – in minutes – do you think the campaign is asking you to walk?

Base (all): 761. Renfrewshire 386 Moray & Aberdeenshire 375, Core target 511 Not core target 250, Seen campaign 553 Not seen campaign 298. Arrows highlight significant differences.

The campaign performed well across all key metrics. Almost all trusted the campaign, and more than 9 in 10 understood the message and found the content interesting. Importantly, the campaign felt relevant and caught the audience's attention. In terms of behaviour change potential, half agreed strongly that they were more motivated to walk instead of taking the car for short journeys.

Agreement with statements relating to advertising (ranked by % agree strongly)

% Agree Mean Score

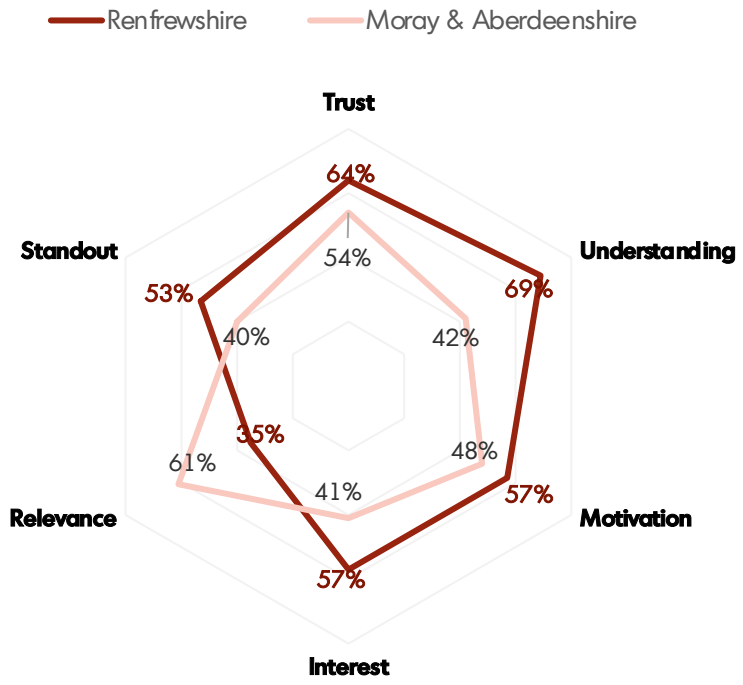


■ Disagree strongly (1) ■ Disagree slightly (2) ■ Neither agree nor disagree (3) ■ Agree slightly (4) ■ Agree strongly (5)

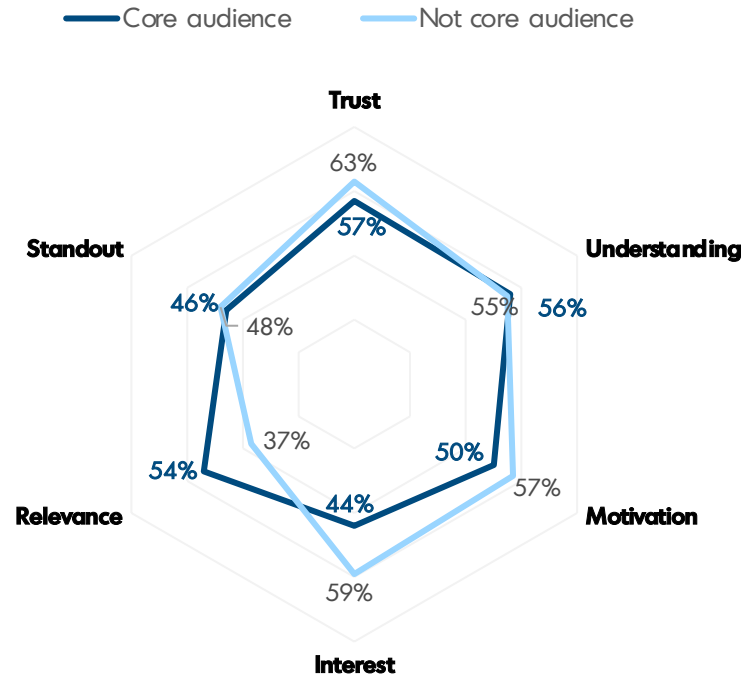
Levels of agreement with the key metrics were highest in Renfrewshire. Relevance was higher amongst the core audience and Understanding and Motivation were higher amongst those who had seen the campaign. Interestingly, Salience and Motivation were higher amongst the non core audience suggesting they are already engaged with the topic / behaviour.

Agreement with statements relating to advertising (% agree strongly)

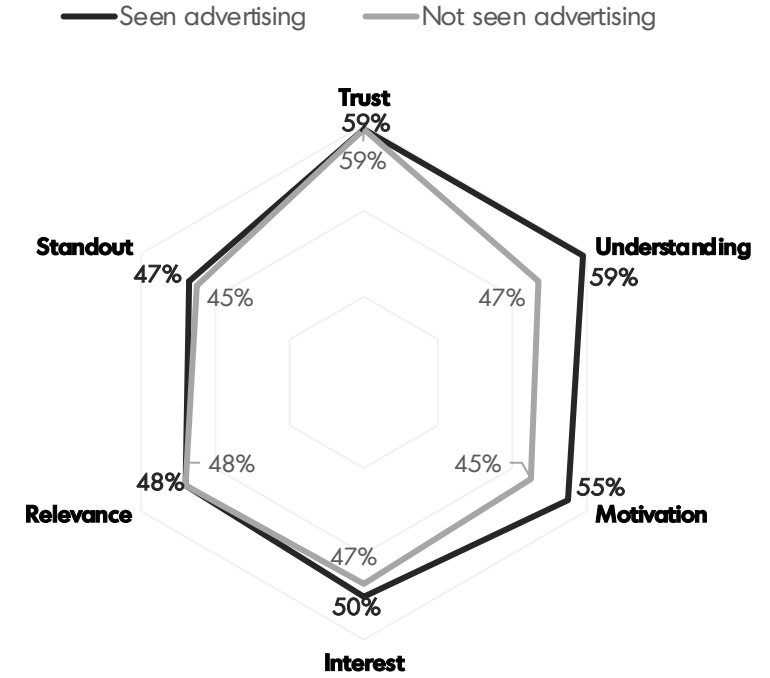
By area



Core vs not core audience



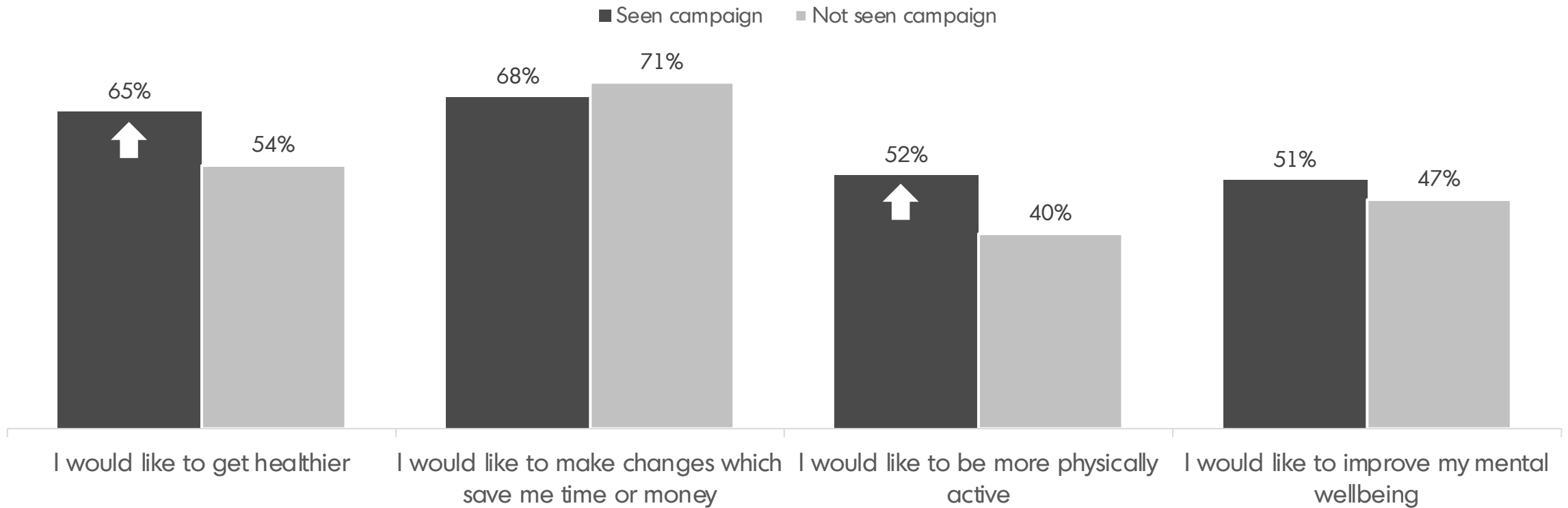
Seen vs not seen campaign





Those who had seen the campaign were more likely than those who had not seen it to want to get healthy and be more physically active. This reinforces the importance of health benefits in messaging, over and above those relating to money saving

Attitudes to life by campaign recognition (% strongly agree)

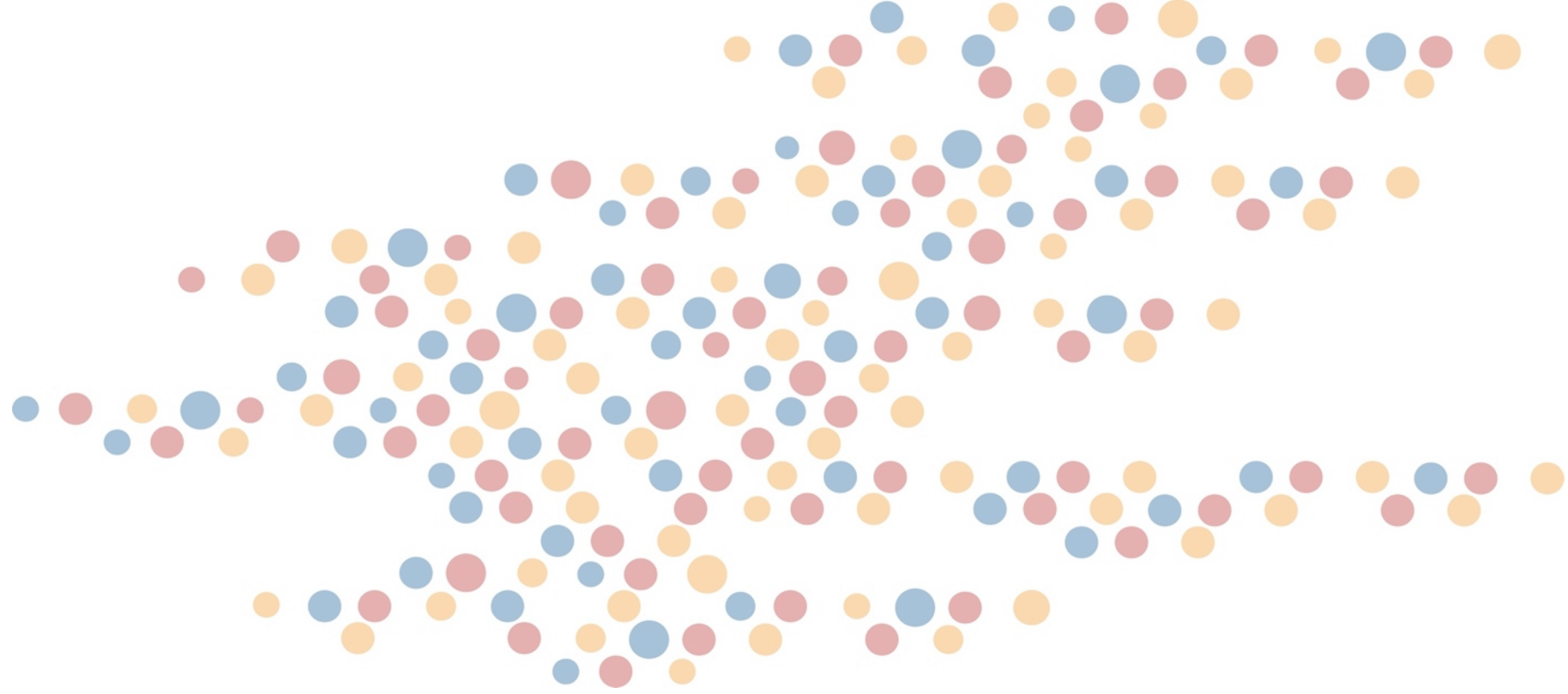


To what extent, if any do you agree with the following statements regarding your lifestyle?
Base (all): 761. Seen campaign 553 Not seen campaign 298. Arrows highlight significant differences.



Campaign Understanding & Engagement Summary

- The campaign was well understood, even by those just seeing it for the first time during the survey
- Key takeout messages focused on the health benefits of walking, referenced walking instead of taking the car, and mentioned the strapline
- While the majority understood that the ads referenced walking for '10 minutes' most were unsure whether this meant each way or in total for the return journey
- Across all engagement measures the campaign performed very strongly
 - The message was trusted – particularly important for a campaign from a little known brand
 - The benefits of walking for short journeys were conveyed clearly, leaving the audience with a better understanding
 - The audience thought the campaign stood out, and was of interest and relevance to them
 - And importantly, motivation to change behaviour was strong
- Engagement levels were a bit higher in Renfrewshire than Aberdeenshire & Moray, in contrast with the higher awareness in the north east areas
- The core audience felt the campaign was particularly relevant to them, while non core audiences were more likely to rate salience and motivation highly



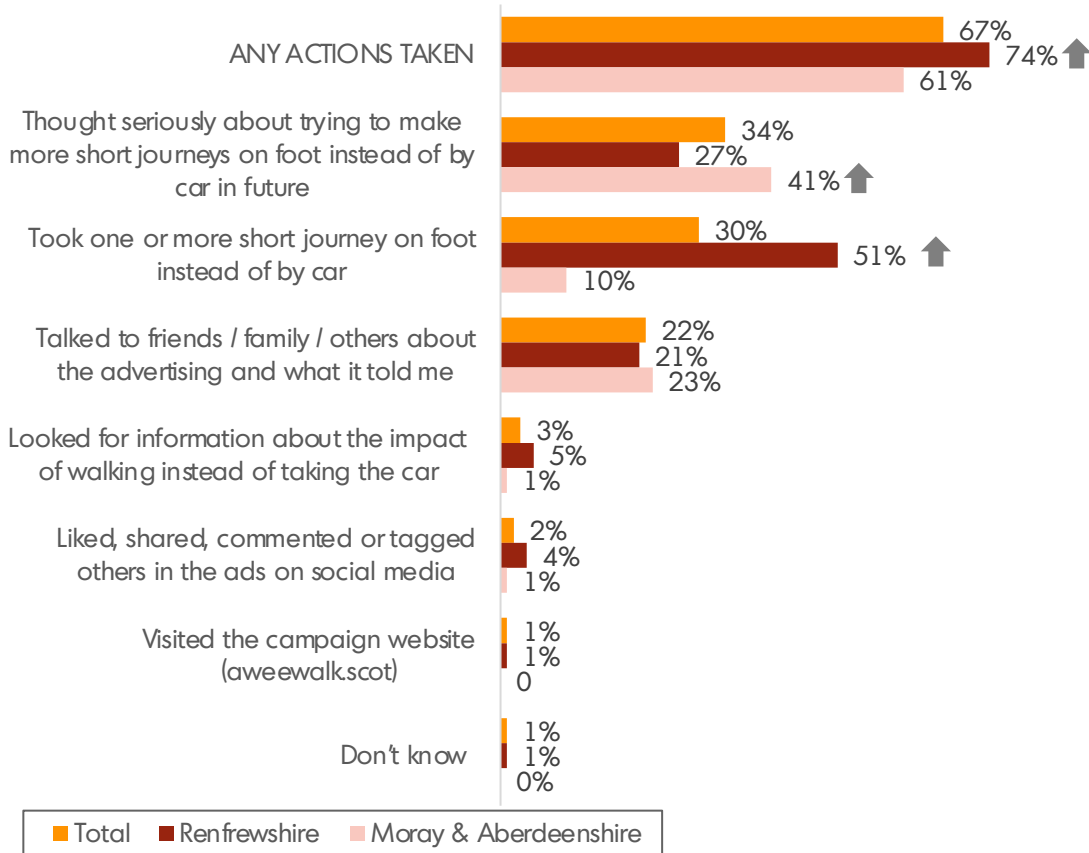
Actions Taken



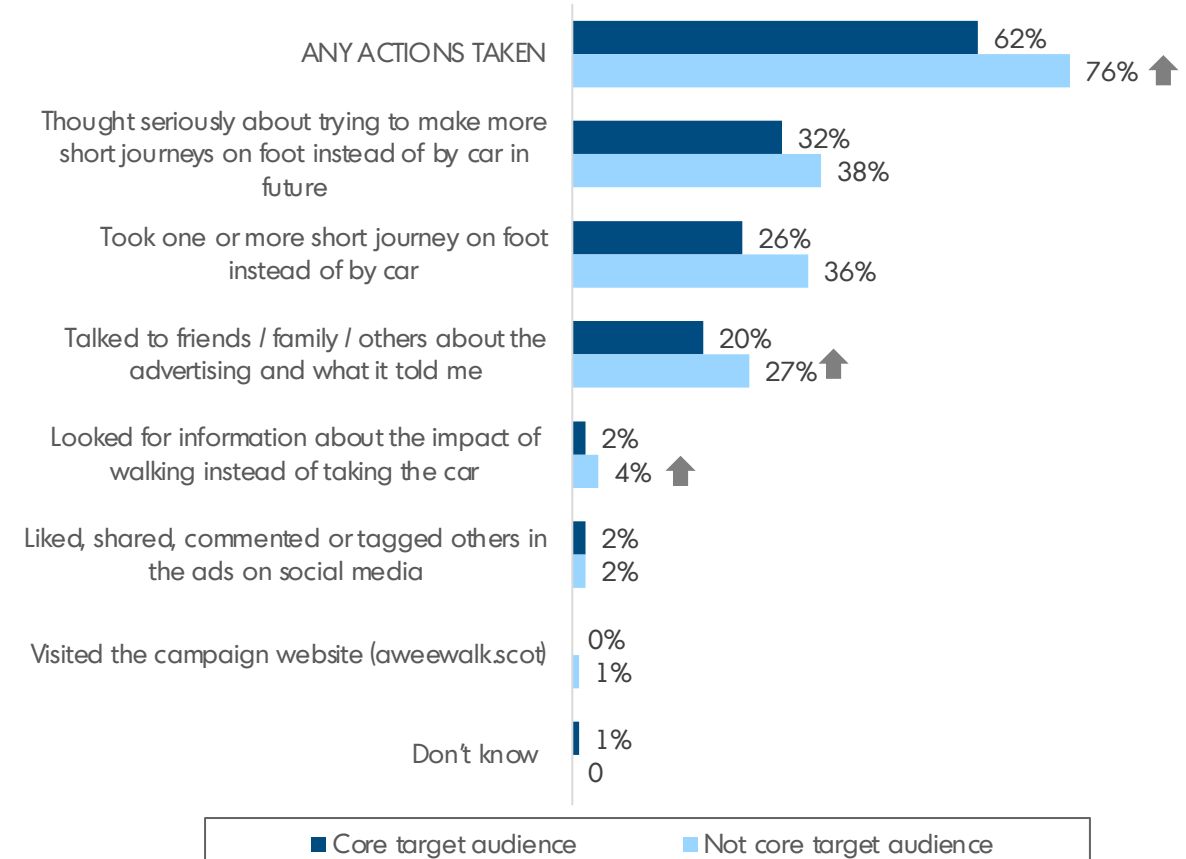
Overall two thirds of those who had seen the campaign took one or more actions, higher in Renfrewshire and amongst the non core audience. Renfrewshire residents were more likely to report taking one or more journeys on foot instead of by car while Moray & Aberdeenshire residents were more likely to have thought seriously about it. The non core audience were more likely to have talked to others about the ads – potential advocates.

Actions taken as a result of seeing the campaign (amongst those who had seen the campaign)

Total and by area



Core vs not core audience

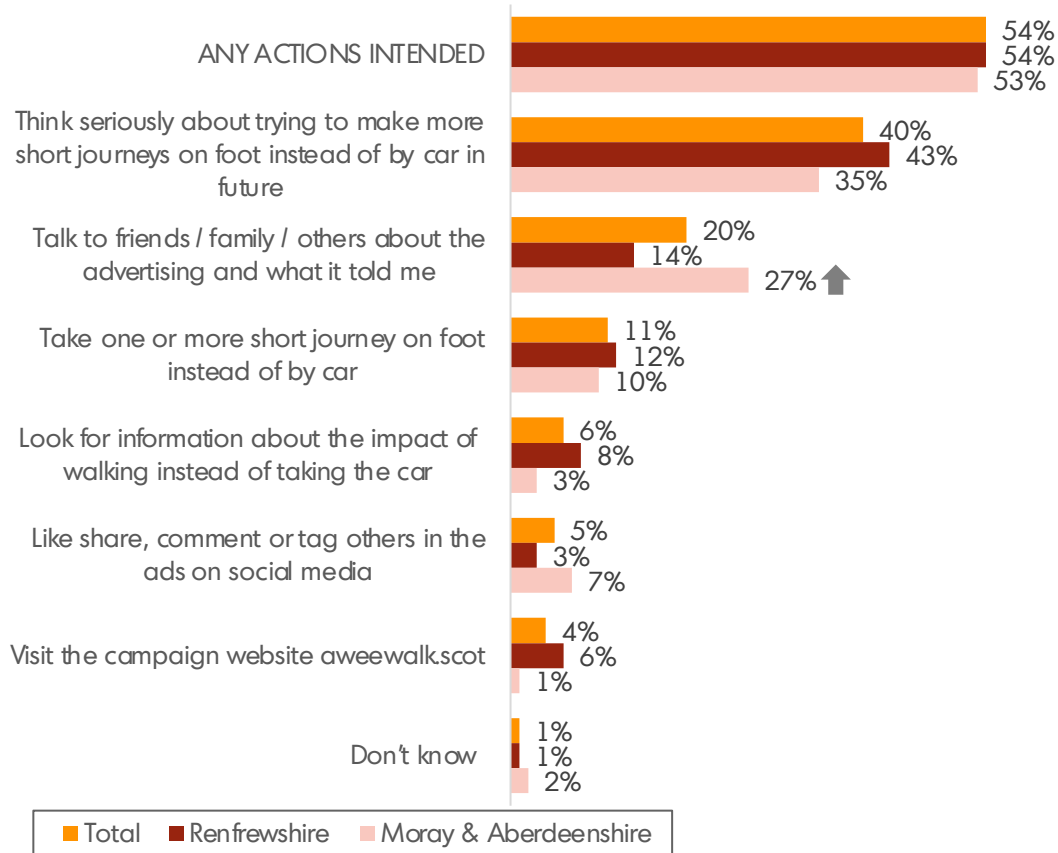




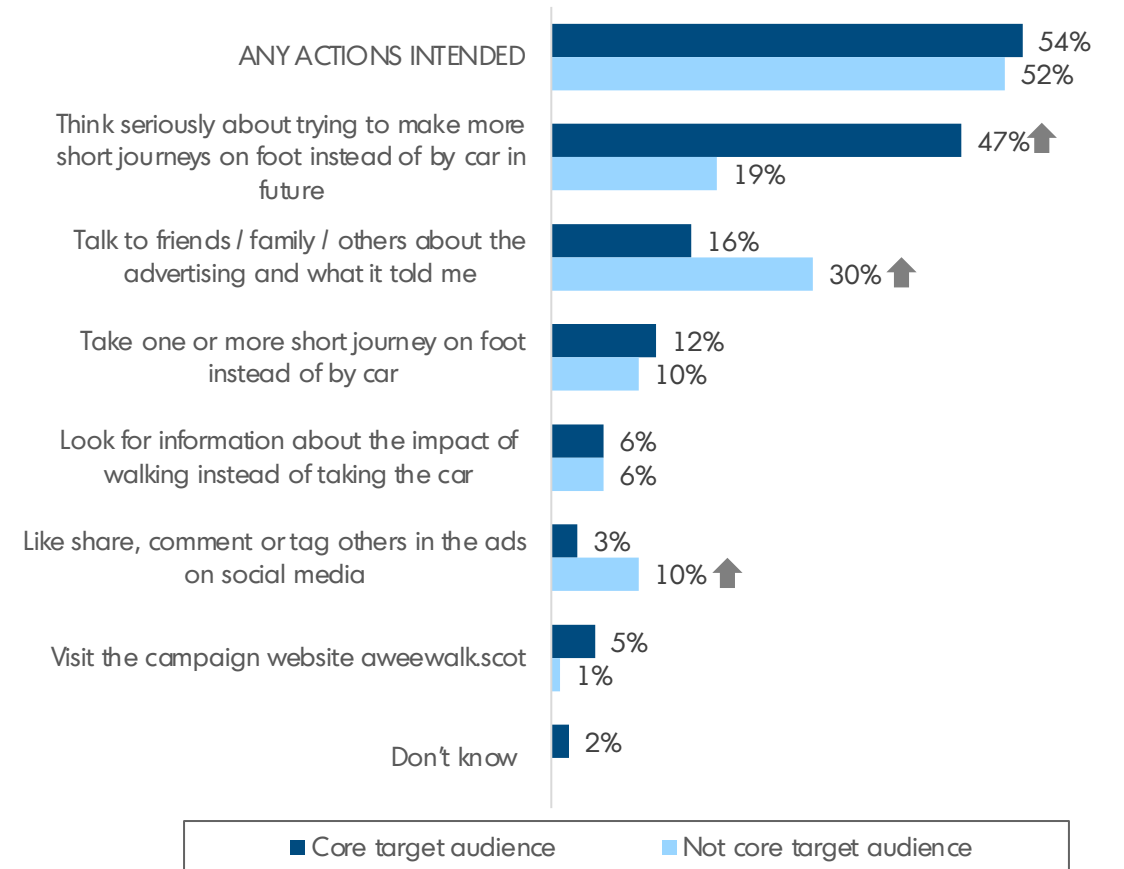
Around half of those who had not seen the campaign before intended to take any actions having seen it. Those in the core audience were significantly more likely to state that they would seriously consider trying to make more short journeys on foot.

Intended actions as a result of seeing the campaign (amongst those who had not seen the campaign prior to interview)

Total and by area



Core vs not core audience



Thinking about the advertising you have just seen or heard, what, if anything, are you likely to do as a result of seeing this advertising?
 Base (those who haven't seen campaign: 209. Renfrewshire 122 Moray & Aberdeenshire 87, Core target 155 Not core target 54. Arrows highlight significant differences.



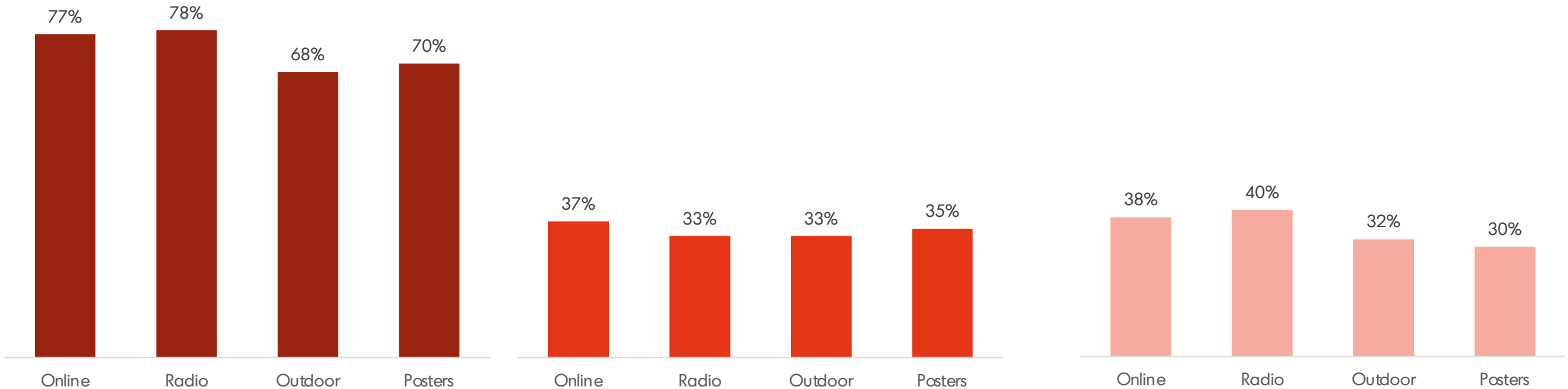
The proportions taking action did not vary significantly by channel

Actions taken as a result of seeing the campaign by media channel

Any actions taken

“Took one or more short journey on foot instead of by car”

“Thought seriously about trying to make more short journeys on foot instead of by car in future”



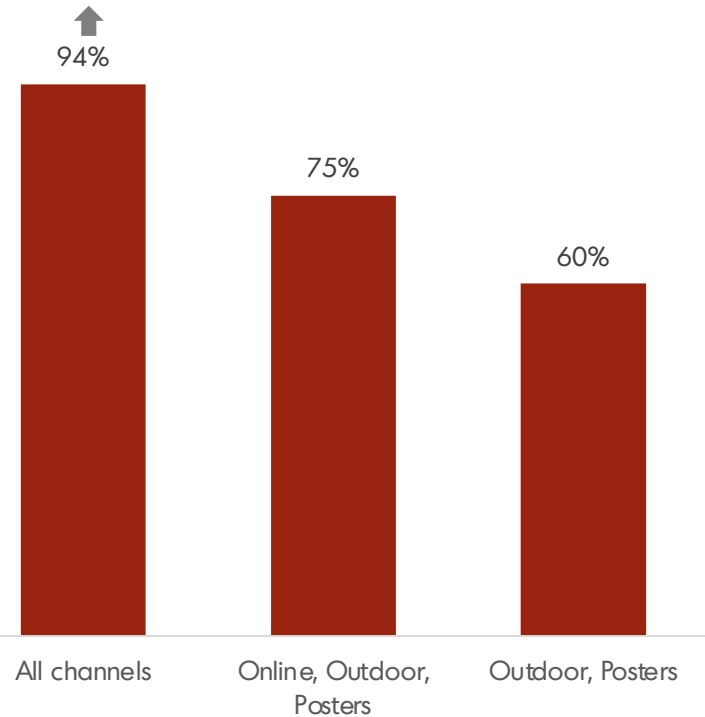
Thinking about the advertising you said you have seen or heard, what, if anything, have you done as a result of seeing this advertising?
Base (those who recalled seeing campaign: 552. Online (267), Radio (131), Outdoor (475), Posters (391). *Arrows highlight significant differences.*



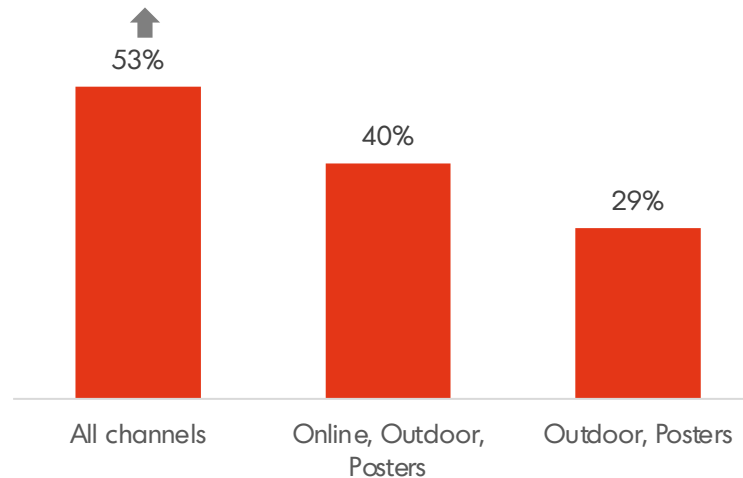
However, those who had seen the campaign by more channels were more likely to have taken action, in particular taking one or more short journey on foot instead of by car

Actions taken as a result of seeing the campaign by media channel combinations (those where N=50 or above)

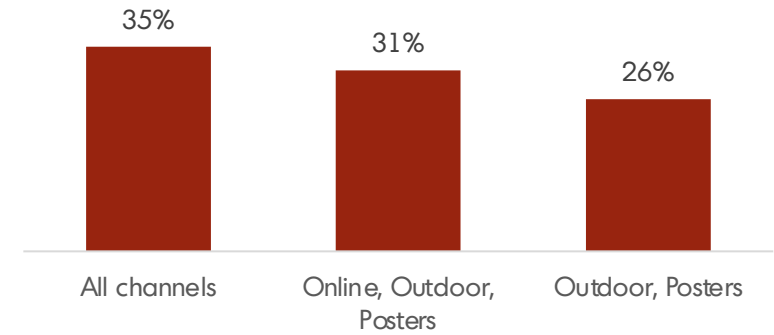
Any actions taken



"Took one or more short journey on foot instead of by car"



"Thought seriously about trying to make more short journeys on foot instead of by car in future"



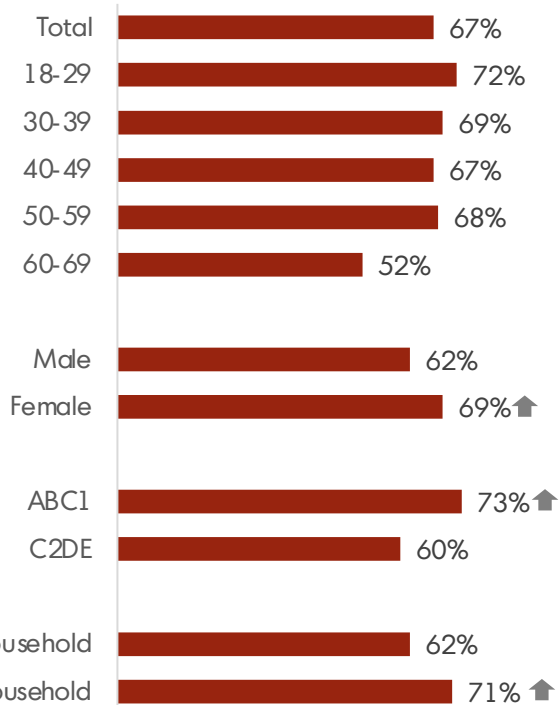
Thinking about the advertising you said you have seen or heard, what, if anything, have you done as a result of seeing this advertising?
Base (those who recalled seeing campaign: 552. All channels (66), Online, Outdoor, Posters (117), Outdoor, Posters (170). *Arrows highlight significant differences.*



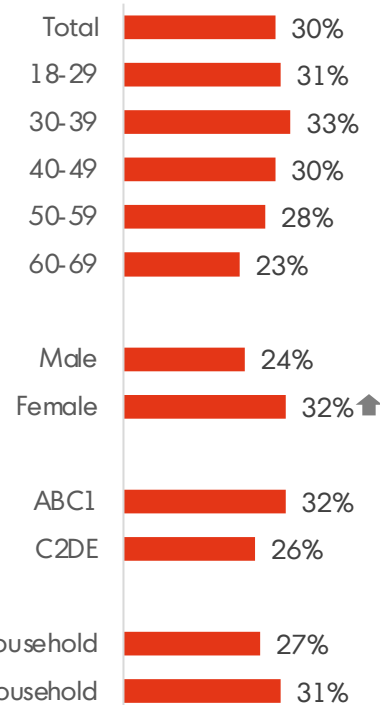
Women, people with children in the household and members of the more affluent social grades were more likely than average to have claimed to have taken actions after seeing the campaign

Actions taken as a result of seeing the campaign by key demographics

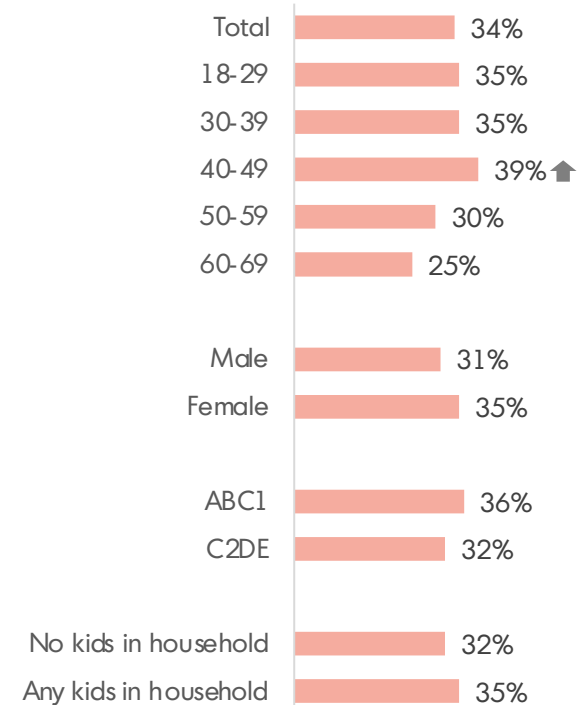
Any actions taken



“Took one or more short journey on foot instead of by car”



“Thought seriously about trying to make more short journeys on foot instead of by car in future”



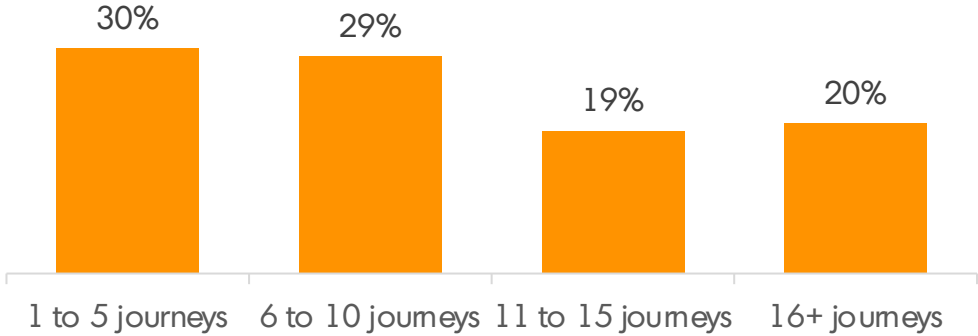
Thinking about the advertising you said you have seen or heard, what, if anything, have you done as a result of seeing this advertising?
 Base (those who recalled seeing campaign: 552. Online (267), Radio (131), Outdoor (475), Posters (391). *Arrows highlight significant differences.*



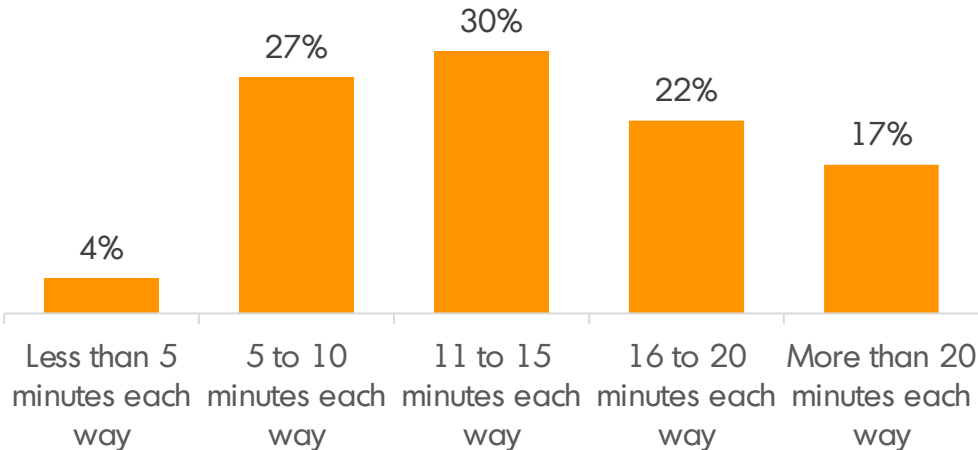
Respondents who took one or more journeys on foot instead of by car were asked to estimate the number and duration of these journeys allowing us to estimate their average CO₂ reductions and cost savings.

21% of respondents saw the campaign and took one or more short journey on foot instead of by car

An average of **9.5 journeys** each...



An average of **15 minutes** each way per journey...



Given these estimates, on average, those who changed their behaviour...

- Travelled on foot for **287 minutes** instead of by car (i.e. 9.5 journeys x 15 minutes x 2).
- This equates to around **24km (c.15 miles) walked instead of driven per person** (assuming an average walking pace of 12 minutes per km).
- This change in mode provided an estimated **CO₂ reduction of 3.85kg per person** and **saving of £3.85 fuel cost per person** (assuming fuel consumption of 42 mpg and fuel cost of 47p per mile, carbon saving based on this [source](#)).

Using the survey results we can estimate that the campaign was seen and remembered by around 150,000 people and of this total **37,000** walked at least once rather than driving.

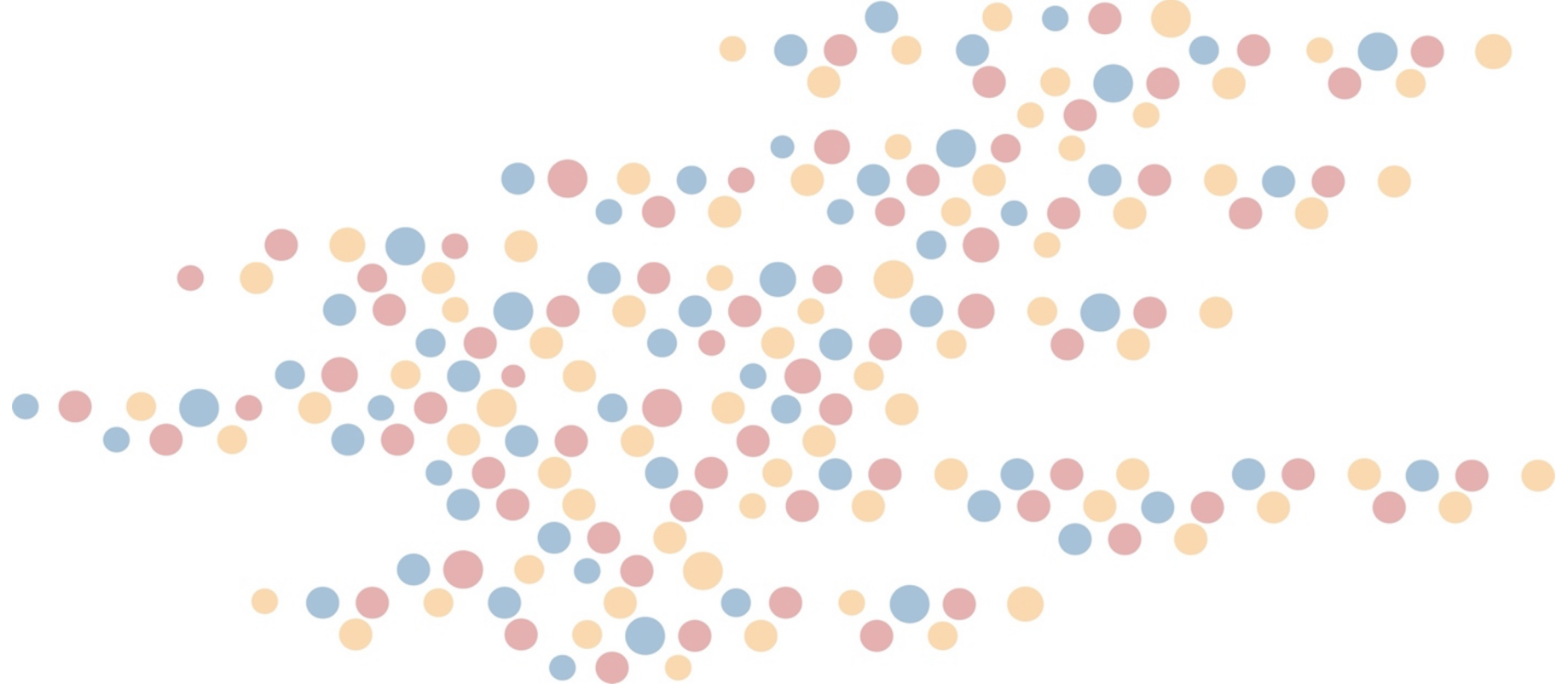
As such, over the campaign period, the total financial savings made across the population of the two areas combined are estimated at being around **£90,000*** and the total carbon reduction was around **140,000 kg**.

*Assumes average 42 MPG and petrol price of 147p per litre



Action Summary

- The campaign prompted strong levels of action – with two thirds of those who had seen it saying they had done something as a result
- Renfrewshire residents were more likely to have walked instead of taking the car on one or more short journeys
- While Aberdeenshire & Moray residents were more likely to still be at the contemplation stage
- The non core audience had higher overall action levels than the core audience, driven by talking about the ads to friends and family – this audience could potentially be harnessed as advocates for the campaign
- Around half of those seeing the campaign for the first time were also prompted to act, with 4 in 10 saying it would make them think seriously about walking instead of taking the car on short journeys in future.
- In general those who had seen or heard the campaign via more channels were more likely to have taken action.
- The campaign appeared to have most impact on women and people with children in the household and in the more affluent ABC1 social grades.
- Overall, across the two areas, around 37,000 people are estimated to have walked instead of driven on at least on journey because of the campaign resulting in a reduction in CO₂ emissions of around 140,000 kg over the campaign period.



Conclusions



Key Metrics

	TOTAL	Renfrewshire	Aberdeenshire & Moray	Core Audience	Not Core Audience
Spontaneous awareness	18%	28%	7%	13%	25%
AWWWW strapline awareness	30%	47%	14%	27%	37%
Total (prompted) awareness	73%	69%	76%	70%	78%
Motivated to walk more (% agree strongly)	52%	57%	48%	50%	57%
Action taken (any) (campaign recognisers)	67%	74%	61%	62%	76%
Took one or more short journey on foot (campaign recognisers)	30%	51%	10%	26%	36%



Conclusions

- The campaign has performed very well
- Recalled by a high proportion of residents within each area, and within the core audience and beyond
- The outdoor and community posters worked particularly well in the media mix, with radio working better in the more remote area
- The creative is communicating a clear message which is widely understood and perceived as relevant and interesting
- The ads are motivating and a significant number of those who saw the advertising went on to change their behaviour as a result
- In terms of future roll out the campaign clearly has strong potential
 - With outdoor media focus, using other channels to complement especially in more rural areas
 - Consideration of messaging around journey length – this is the only aspect of the message that wasn't completely clear – but doesn't appear to have inhibited action
 - With future evaluation it may be interesting to include questions about barriers or triggers to action – particularly for those still at the contemplation stage

