



BDRC Attractions Marketing Tracker

In 2007 BDRC launched a brand and marketing tracking survey, designed specifically for visitor attractions in London and the South East of England.

Measurement of brand awareness and salience and of the effectiveness of marketing communications is currently often restricted to monitoring **existing visitors** via visitor surveys. However, this approach only paints a partial picture. To provide a full understanding, these measures need to be assessed within the **marketplace**. This BDRC survey allows attractions to cost effectively monitor key brand and communications effectiveness measures among large samples of the attractions-visiting audience within London and the South East.

The Zoological Society of London (ZSL) and Historic Royal Palaces (HRP) are already participating in the survey and we are now looking to extend the invitation to other leading attractions. Organisations will be able to measure and monitor their own brands compared with over 20 other major attractions in London and the South East

What does the core survey cover?

- Attraction brand awareness and saliency
- Recent visits to these attractions
- Interest in visiting these attractions
- Sources of awareness of marketing communications activity
 - Range of advertising media
 - Internet and email based communication
 - Below the line marketing communications
 - Range of PR sources
- Impact and persuasiveness of each of these communications on likelihood to visit

By respondent profile (age, gender, presence of children, place of residence etc.) to gauge appeal and effectiveness of targeting among different audiences

There will also be the opportunity to place **bespoke private questions** onto the survey.

How does the survey work?

- Online survey of attraction-visiting adults within the London and South East region
- Fresh sample of 1,000 respondents surveyed twice-yearly:
 - Mid March (pre-Easter)
 - Late September/ early October (pre-half term)
- The project fee is shared amongst a number of attractions, thus reducing the cost substantially for each

- The results of the 'core' survey will be shared among all attractions participating in the survey
- In addition, each client will have the opportunity to ask their own bespoke private questions within the research. These might, for example assess:
 - Awareness and impact of **marketing communication campaigns or executions** (visual stimulus can be included so that actual creative can be tested)
 - Strength of **key brand values**
 - Awareness and/or understanding of **product features/exhibitions/exhibits**

How are findings reported?

Each participating attraction receives a set of detailed charts. These will summarise the findings for the wave in PowerPoint format.

Findings from each attraction's bespoke question/s will remain confidential to that client.

Once the report has been distributed, the BDRC team will be available to participating attractions via telephone or email to discuss the findings, or offer advice as to how the findings can be used.

How much does it cost?

The fee for each participating attraction is:

- £5,000 per wave (inc. one bespoke question)
- £8,000 for annual participation (two waves, each including one bespoke question)
- Significant fee reductions for multi-site clients
- Fees for bespoke questions upon request

This includes:

- A PowerPoint presentation of 'core' data delivered by email. A member of the BDRC team will present the findings in person at your premises for an additional £800

When will the next survey take place?

The next survey wave will be taking place in mid March 2008. We therefore ask for commitment by 15th February in order to meet the following timetable. **Commitment by 31st January will result in £500 discount.**

Agreement to participate	By 15 th February 2008
Agreement of bespoke questions	By 29 th February 2008
Fieldwork	Mid March 2008
Presentation distributed to clients	By end April 2008

Commitment to both this research project **and** the BDRC 'Visiting Attractions – understanding the decision-making process' qualitative research project will result in a further £500 discount.

Next steps . . .

If you are interested in participating in future waves of the survey or purchasing results from 2007, please contact Emma Bradbury or Steve Mills at BDRC who would be pleased to discuss it further, and answer any queries you may have.

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