



BDRC Attractions Marketing Tracker

BDRC successfully launched its Brand and Marketing Tracking Survey with a first wave of research in March 2007. The survey was designed specifically for visitor attractions in London and the South East of England.

Measurement of brand awareness and salience and marketing communications effectiveness is often currently restricted to monitoring **existing visitors** via visitor surveys. However, this 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 monitor key brand and communications effectiveness measures among large samples of the attractions-visiting audience within London and the South East very cost effectively.

The Zoological Society of London and Historic Royal Palaces have already signed up for the next wave of the survey (Autumn 2007) and we are now looking to extend the invitation to other leading attractions. Findings from the first wave demonstrated how organisations can use the survey to measure and monitor their own brands compared with over 20 other major attractions within London and the South East.

What does the 'core' survey cover?

- Attraction brand awareness and saliency
- Recent visits to these brands
- Interest in visiting these brands
- 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 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 half-yearly:
 - Late March/early April (pre-Easter)
 - Late September/ early October (pre-half term)
- Because the project costs are shared amongst a number of attractions, this reduces 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

All at highly attractive marginal costing prices

How will findings be reported?

Each participating attraction will receive a set of detailed charts summarising the findings for the 'core' element of the quarterly wave subscribed to in PowerPoint format.

Where an attraction has included questions of their own, these will be addressed in a tailored version of the presentation. These findings will remain confidential to the 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 will it cost?

The fees for each participating attraction are:

- £4,500 per wave
- £8,000 for annual participation (two waves)
- 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)
- Follow-up telephone/email contact with BDRC team to discuss research findings, or for advice

When will the next survey take place?

The next survey wave will be taking place in late September 2007. We therefore ask for commitment by early September in order to meet the following timetable. [Commitment by 25th August will result in a further £500 discount.](#)

Agreement to participate	Early September 2007
Agreement of bespoke questions	By 14 th September 2007
Fieldwork	Late Sept/early Oct 2007
Presentation distributed to clients	By end October 2007

Immediately, results from the initial wave of research (fieldwork: March/April 2007) are available for purchase right now!!

Next steps . . .

To find out more about participating in the survey or purchasing results from March/April 2007, please contact Emma Bradbury or Steve Mills at BDRC.

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