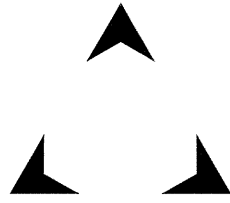


AEC*group*

MARKET RESEARCH FOR
GREAT BARRIER REEF MARINE PARK
AUTHORITY

~ CAMPAIGN SLOGAN TESTING ~

market research • economics
organisational consulting • infotec
design • marketing & advertising
education & training



AEC*group*

**MARKET RESEARCH FOR
GREAT BARRIER REEF MARINE PARK
AUTHORITY**

~ CAMPAIGN SLOGAN TESTING ~

February 2001

AEC*market research*

TOWNSVILLE

PO BOX 5804 MC
Townsville QLD 4810
T: +61 - 7 - 4771 5550
F: +61 - 7 - 4771 5152

BRISBANE

PO BOX 255
Brisbane Albert St QLD 4002
T: +61 - 7 - 3831 0577
F: +61 - 7 - 3831 3899

SYDNEY

PO BOX 461
North Sydney NSW 2059
T: +61 - 2 - 9929 7520
F: +61 - 2 - 9929 7530

CAIRNS

PO BOX 4926
Cairns QLD 4870
T: +61 - 7 - 4051 0577
F: +61 - 7 - 4041 2225

AEC*group*

E: aec@aecgrouppltd.com
W: www.aecgrouppltd.com

Executive Summary

This section provides an overview of the results of the survey.

Awareness of GBRMPA Logo:

- 78.00% of those surveyed claimed recognition of the GBRMPA logo.

Let's Keep It Great Slogan:

- 86% of respondents nominated a 'Reef' related association with the 'Let's Keep It Great' Campaign Slogan.
- 40% of respondents claimed to 'Love' the Slogan. (Weighted Average of 1.94).

LKIG Slogan with Icon:

- 10% of respondents claimed to 'Love' the Slogan with the Icon arrangement. (Weighted Average of 2.78).

LKIG Slogan with Reef Images:

- 26% of respondents claimed to 'Love' the Slogan with Reef Images arrangement. (Weighted Average of 2.34).

Preferred Arrangement:

- The preferred arrangement of the Slogan was with the GBRMPA logo – which respondents believe provides a 'direct link' to the Reef (44.00%).

Least Liked Arrangement:

- The least liked arrangement of the Slogan was with the Icon – which respondents believe that by itself does not provide a 'direct link' to the Reef (58.00%).

Links: Between LKIG Slogan and Great Barrier Reef:

- 74.00% believe there to be a link between the ‘Let’s Keep It Great’ Slogan and the Great Barrier Reef.

Links: Between LKIG Slogan and GBRMPA:

- 62% believe there to be a link between the ‘Let’s Keep It Great’ Slogan and the Great Barrier Reef Marine Park Authority. This is not a link representing a belief that the ‘Authority’ should be kept great, but instead is linked to the shared ‘Great Barrier Reef’ association.

Demographics:

- 34% of respondents were aged between 17 and 29 years.
- 54% were female.
- Local Residents of the Townsville and Thuringowa regions accounted for 92% of the sample.

Contents

INTRODUCTION	1
OVERVIEW	1
METHODOLOGY	1
DATA SOURCES	1
DISCLAIMER	1
OVERALL RESULTS	2
COPY OF SURVEY	23

Introduction

The Great Barrier Reef Marine Park Authority (GBRMPA) Campaign Slogan Concept Test was conducted by the AECgroup Ltd during the month of February 2001. The concept testing was undertaken to ascertain opinions and attitudes of the general public regarding the 'Let's Keep It Great' (LKIG) Promotional Campaign.

Overview

This report proceeds in two sections.

Section 1 provides an overview of the purpose of the report, the methodology used to conduct the project and the data sources utilised; and

Section 2 presents the results of the survey.

Methodology

In order to determine the attitudes and opinions regarding the 'Let's Keep It Great Campaign', information from both residents of and visitors to the region was collected by a survey conducted during the month of February 2001. A total of 50 surveys were collected through the usage of random face-to-face interviewing techniques of pedestrians. Surveys were collected from various localities of the Townsville region (including the Strand), with the majority of the research being conducted within the Townsville Mall.

The survey was designed in-house and in consultation with the GBRMPA, and a pilot was conducted to identify problems with the survey format, length and wording of questions.

Survey results were processed using the relational database software, *Microsoft Access* and *Paradox for Windows Version 7.0*.

Data Sources

The principle data source utilised in this project was raw data collected by survey.

Disclaimer

The AECgroup Ltd does not warrant the accuracy of this information and accepts no liability for any loss or damage that you may suffer as a result of your reliance on this information, whether or not there has been any error, omission or negligence on the part of AEC or its employees.

Overall Results

This section presents the results of the research.

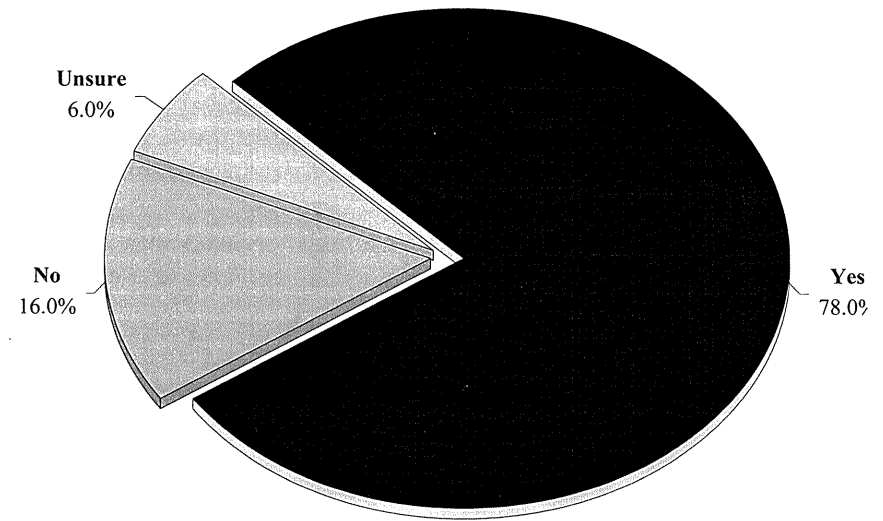
Table 1 ~ Recognition of GBRMPA Logo

Response	Prop. (%)
Yes	78.00
No	16.00
Unsure	6.00
Total	100.0%

Key Points:

- Approaching 80% of those surveyed, (78.00%) claimed recognition or awareness of the Great Barrier Reef Marine Park Authority (GBRMPA) Logo.

Figure 1 ~ Recognition of GBRMPA Logo



GREAT BARRIER REEF
MARINE PARK AUTHORITY

Table 2 ~ Thoughts and Associations - Slogan 'Lets Keep it Great'

Response	Prop. (%) *
Not Able to Specify	4.00
The Great Barrier Reef	24.00
Looking after the Reef	8.00
Keep it clean - the reef / for the future	6.00
Keep the Reef Great - look after it	6.00
Protecting and Looking after the Reef	4.00
Boppy Slogan, too young	2.00
Doesn't really go with the reef.	2.00
Don't pollute the reef.	2.00
Ecologically Sustainable Development	2.00
Environmental Conservation and Protection	2.00
Everyone working together	2.00
Excellent Slogan - links to the Reef and to the People	2.00
Good slogan - relates to the reef	2.00
Great Barrier Reef - links to Great	2.00
Keep the Reef Great - Everyone has to do something	2.00
Keep the reef oil free	2.00
Keeping the Reef the way it is	2.00
Let's keep things great - the reef.	2.00
Link to the Great Barrier Reef	2.00
Look after the Great Barrier Reef - Everyone	2.00
Not spoiling it by pollution, etc.	2.00
Ocean Care	2.00
Preserve and Protecting the Reef - but still using it	2.00
Reef Preservation	2.00
Reminds me of sizzler / restaurant type slogan.	2.00
The Great Barrier Reef - the fish, the ocean	2.00
The Reef - looking after it for future generations.	2.00
The Ocean	2.00

* Multiple Response

Key Points:

- Approaching one quarter of respondents (24.00%) claimed a direct link between the Campaign Slogan (Let's Keep it Great) and the 'Great Barrier Reef';
- Cumulatively, 86% of respondents nominated a 'Reef' or 'Ocean' related association with the LKIG Slogan.



GREAT BARRIER REEF

MARINE PARK AUTHORITY

let's keep it Great!

Table 3 ~ Rating of ‘Lets Keep it Great’ Slogan

Response	Prop. (%)
1 ~ Love it	40.00
2 ~ Like	34.00
3 ~ Average	20.00
4 ~ Dislike	4.00
5 ~ Hate it	2.00
6 ~ n/a	0.00
Total	100.0%
Weighted Average	1.94

Key Points:

- Approaching three quarters of those surveyed (74.00%) rated the Slogan as 1 or 2, therefore ‘Love it’ and ‘Like it’ (cumulative results);
- The average rating regarding the Sloan was placed at 1.94 on the scale, therefore tending towards the category of ‘Like it’.

Figure 3 ~ Rating of ‘Lets Keep it Great’ Slogan

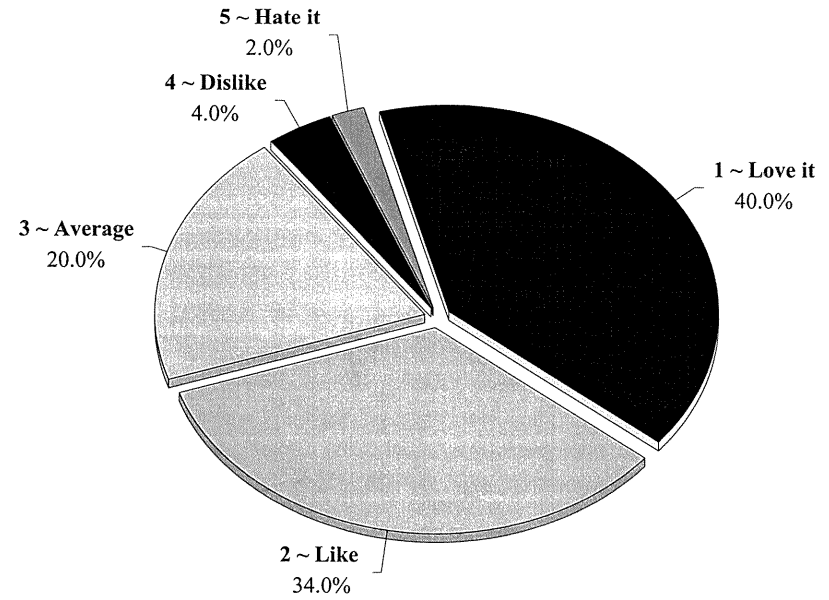


Table 3a ~ Reasons for Likes - Campaign Slogan – Likes (Rating 1 or 2)

Response	Prop. (%) *	Prop. (%) of Total Sample
Not Specified	8.11	6.00
Simple and to the point	5.41	4.00
A good message to people - to start you thinking	2.70	2.00
Can bring a number of elements together, good overall tag	2.70	2.00
Catchy	2.70	2.00
Catchy, Quick, Smart, Informative	2.70	2.00
Colour Good, Slogan is Bold and will get Attention	2.70	2.00
Definitely 'Great'	2.70	2.00
Educational about Reef Preservation - it's the start	2.70	2.00
Excellent Slogan	2.70	2.00
Focuses on keeping the Reef in a Good condition for all	2.70	2.00
Great Barrier Reef needs something New	2.70	2.00
Great Message, and a good campaign	2.70	2.00
It encourages people to look after the Reef	2.70	2.00
It says exactly what it needs to say	2.70	2.00
It sends out a message to people to look after the reef	2.70	2.00
It's saying we should protect the area.	2.70	2.00
It's sending out a good message - well suited to the campaign.	2.70	2.00
It's short and eye-catching. Clever group of words.	2.70	2.00
Keeping the Reef Great - brings attention to it	2.70	2.00
Like the slogan	2.70	2.00
Like to see the Reef	2.70	2.00
Neat, Clean, Catchy	2.70	2.00
Need to be aware that we have to keep the reef great.	2.70	2.00
Need to start people thinking more about the Reef	2.70	2.00

* Includes only those respondents rating the Slogan as 1 or 2 (74.00% - Table 3)

Table 3a ~ Reasons for Likes – Campaign Slogan – Likes (Rating 1 or 2) (con't)

Response	Prop. (%) *	Prop. (%) of Total Sample
Says exactly what it's about. Colours are good, too. Font is flowing and cheery.	2.70	2.00
Says what it says - keep it Great	2.70	2.00
Sends out a good message.	2.70	2.00
Short, Catchy	2.70	2.00
Short, Clever usage of Words, Like the Capital G	2.70	2.00
Straight forward, you can't really miss what it's talking about	2.70	2.00
Upbeat, Catchy, Clever	2.70	2.00
We all need to preserve the Reef - we all need to do things	2.70	2.00
We have to keep the reef great for future generations	2.70	2.00
Total	100.0%	74.00%

* Includes only those respondents rating the Slogan as 1 or 2 (74.00% - Table 3)

Table 3a ~ Reasons for Dislike – Campaign Slogan – Dislike (Ratings 3, 4 or 5)

Response	Prop. (%) *	Prop. (%) of Total Sample
Not Specified	15.38	4.00
Not very catchy	23.08	6.00
Average Slogan	15.38	4.00
Don't think people will 'get it'.	7.69	2.00
Needs a 'spruce up'	7.69	2.00
Not a good Slogan	7.69	2.00
Not standard for a Slogan	7.69	2.00
Ordinary	7.69	2.00
Related to Reef Fixing Pollution	7.69	2.00
Total	100.0%	26.00%

* Includes only those respondents rating the Slogan as 3, 4 or 5 (26.00% - Table 3)

Table 4 ~ Thoughts and Associations - Campaign Slogan and Logo

Response	Prop. (%)
Not Specified	12.00
Positive:	
Fish and the Reef	4.00
Sun, Reef, Fishing	4.00
The Great Barrier Reef	4.00
Coral	2.00
Dancing Water	2.00
Fish and coral reefs - fun in the sun.	2.00
Fun in the Sun and Water	2.00
Fun in the water, let's keep it that way	2.00
Fun, Sun, Sea and the Reef	2.00
Fun, The Reef	2.00
Looking after it all - keeping it great	2.00
Protection, Looking after, fish and water and sunshine	2.00
Sun and Surf	2.00
Sun, Surf, Fun, People looking after it all	2.00
Sunshine, Fish, Water, the Reef	2.00
Sunshine, Water, People	2.00
The Reef, and Looking After it	2.00
Water	2.00
Water, Fish	2.00
Water, Ocean, People	2.00
Total	46.00%

Table 4 ~ Thoughts and Associations - Campaign Slogan and Logo (con't)

Response	Prop. (%)
Other Comments:	4.00
Doesn't make me think of the Reef	4.00
Logo - resemblance to Tooth	2.00
Average	2.00
Can't see a link to the Reef	2.00
Fish and Water - but not really GBR	2.00
Has no resemblance of the reef.	2.00
Have to really think about the Link to the GBR	2.00
Image is strange, slogan makes me think about protecting the reef.	2.00
Keeping things great - with a tie-in picture	2.00
Like image, but think 'LKIG' works better by itself	2.00
Looks religious	2.00
No real links to the Reef	2.00
Not bad, but not 'Reefy' enough	2.00
Not much - have to look hard to see what it is.	2.00
Nothing - doesn't really relate to the reef.	2.00
Nothing related to the reef.	2.00
Prefer just a slogan, not an image, needed to really look at icons	2.00
Prefer just the slogan with the GBRMPA logo	2.00
Respondent thinks they've seen the logo before.	2.00
Total	42.00%

Campaign Slogan and Icon



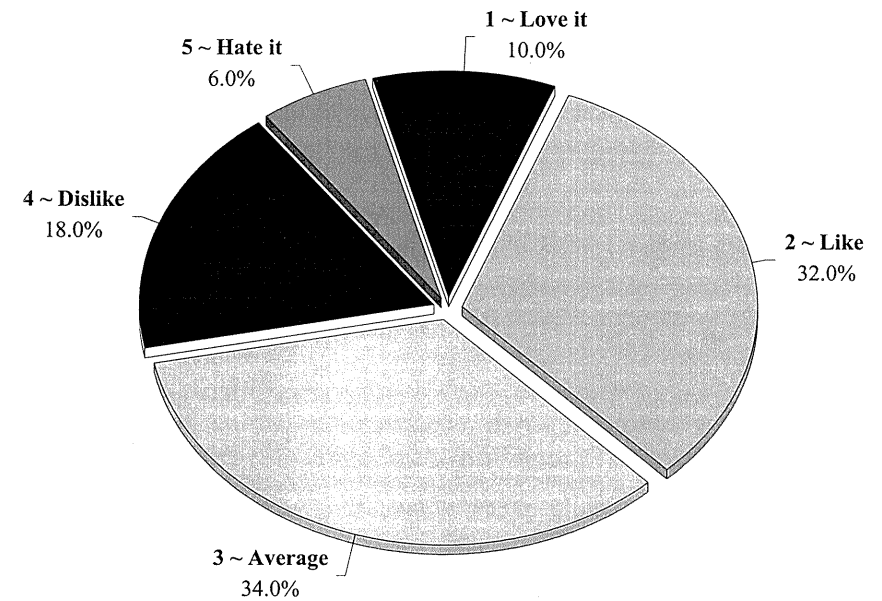
Table 5 ~ Rating of Campaign Slogan and Icon

Response	Prop. (%)
1 ~ Love it	10.00
2 ~ Like	32.00
3 ~ Average	34.00
4 ~ Dislike	18.00
5 ~ Hate it	6.00
6 ~ n/a	0.00
Total	100.0%
Weighted Average	2.78

Key Points:

- Over 40% of those surveyed (42.00% ~ cumulative results), claimed to ‘Love’ or ‘Like’ the Campaign Slogan and Icon;
- On average, the rating for the Slogan and Icon was placed at 2.78 on the scale, therefore between the ratings of ‘Like’ and ‘Average’.

Figure 5 ~ Rating of Campaign Slogan and Icon



Campaign Slogan and Reef Images



Table 6 ~ Rating of Campaign Slogan and Reef Images

Response	Prop. (%)
1 ~ Love it	26.00
2 ~ Like	32.00
3 ~ Average	26.00
4 ~ Dislike	14.00
5 ~ Hate it	2.00
6 ~ n/a	0.00
Total	100.0%
Weighted Average	2.34

Key Points:

- Relative to the Slogan and the Reef Images, approaching 60% of respondents (58% ~ cumulative results) claimed to ‘Love’ or ‘Like’ the arrangement;
- On average, the rating for the Slogan and Reef Images was placed at 2.34 on the scale, therefore between the categories of ‘Like’ and ‘Average’.

Figure 6 ~ Rating of Campaign Slogan and Reef Images

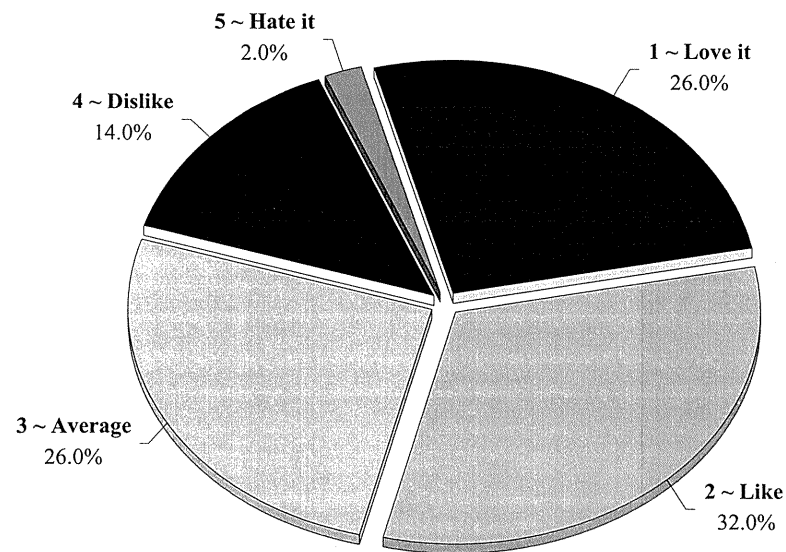


Table 7 ~ Preferred Arrangement

Response	Prop. (%)
a) GBRMPA Logo with Slogan	44.00
b) LKIG Slogan with Icon	16.00
c) LKIG slogan with Images	40.00
Total	100.0%

Key Points:

- The preferred arrangement for the Campaign was the ‘GBRMPA Logo with the LKIG Slogan’ (44.00%).

Figure 7 ~ Preferred Arrangement

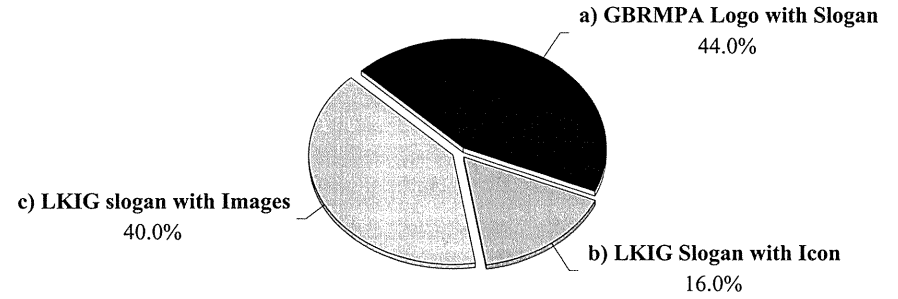


Table 7a~ Reason for Preferred Arrangement

Response	Prop. (%) *	Prop.(%) of Total Sample
GBRMPA Logo & Slogan:		
Not Specified / Unable to Specify	22.73	10.00
Best link to the Great Barrier Reef	13.64	6.00
Looks Good / Most Appealing	13.64	6.00
Best Representation to the Reef / Link to GBR	9.09	4.00
Blue - the Colour to Associate it with the Sea through the GBRMPA logo	4.55	2.00
Closest Link to the Great Barrier Reef - it says it	4.55	2.00
Doesn't differ much from the current logo - just has slogan added, so it will still be familiar to people.	4.55	2.00
Good Message - Protect and Conserve the Reef, but link to Current Logo	4.55	2.00
Keeps Awareness with the Authority and also the Reef	4.55	2.00
Keeps Original Logo, but has the same underlying message.	4.55	2.00
Simple, Catchy, Link to Authority and Protecting the Reef	4.55	2.00
Still Familiar	4.55	2.00
The Authority Logo and the Slogan go well together	4.55	2.00
Total	100.0%	44.00%
Campaign Slogan with Icon:		
Colourful, Eye-catching, Relates to Great Barrier Reef	12.50	2.00
Colourful, Links to GBR, and people will start to recognise it for itself	12.50	2.00
Eye-catching, Easily Recognisable	12.50	2.00
Different from the Norm	12.50	2.00
Fun, makes the Great Barrier Reef look like a good place to be.	12.50	2.00
Icon and Slogan tells you more than just the Slogan	12.50	2.00
New, Upbeat, Fun, Colourful	12.50	2.00
Simple, Colourful, Eye-catching	12.50	2.00
Total	100.0%	16.00%

* Represents proportion of preferred Arrangement – each section adds to 100%

Table 7a~ Reason for Preferred Arrangement (con't)

Response	Prop. (%) *	Prop.(%) of Total Sample
Campaign Slogan with Reef Images:		
Not Specified / Unable to Specify	5.00	2.00
Direct Link to the Reef - picture cues	15.00	6.00
Looks good / More Appealing	10.00	4.00
Pictures are good.	10.00	4.00
Automatically makes you think of the Reef - Picture cues	5.00	2.00
Better Scenery / Images	5.00	2.00
Images say more than just a slogan or icon	5.00	2.00
Like the Pictures	5.00	2.00
Looks more like the reef - makes you think of the reef because the pictures are there.	5.00	2.00
Makes you think of the Reef, which is what it's all about	5.00	2.00
Prefer the Reef Images / Pictures	5.00	2.00
Reef and Marine Park - it's directly connected	5.00	2.00
Reflects more of the reef - looks better	5.00	2.00
Shows more of what the Reef is	5.00	2.00
Shows something to do with the Marine Park.	5.00	2.00
Will bring Tourists in, Shows the Reef	5.00	2.00
Total	100.0%	40.00%

* Represents proportion of preferred Arrangement – each section adds to 100%

Table 8 ~ Combination Liked the Least

Response	Prop. (%)
a) GBRMPA Logo with Slogan	20.00
b) LKIG Slogan with Icon	58.00
c) LKIG Slogan with Images	22.00
Total	100.0%

Key Points:

- The Least Liked Arrangement regarding the Campaign was the ‘LKIG Slogan with the Icon’ (58.00%).

Figure 8 ~ Combination Liked the Least

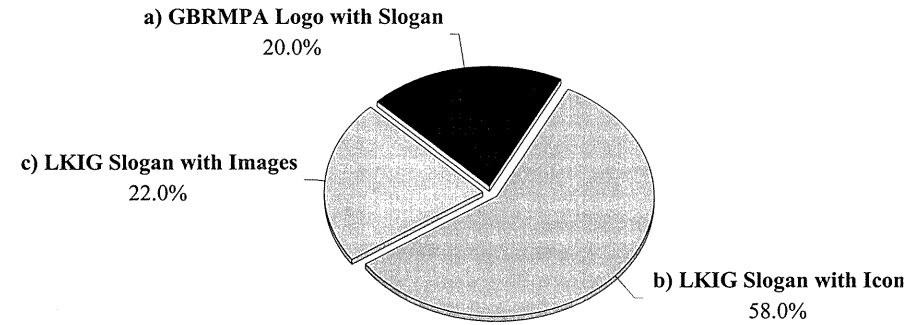


Table 8a ~ Reason for Disliking Arrangement

Response	Prop. (%) *	Prop.(%) of Total Sample
GBRMPA Logo & Slogan:		
Not Specified / Unable to Specify	20.00	4.00
Boring / Doesn't catch the eye.	30.00	6.00
Does not display the Reef properly	10.00	2.00
It's boring - needs a new lease of life - more colour. There's too much going on in it.	10.00	2.00
Not directly recognisable	10.00	2.00
Official looking, needs more 'life'	10.00	2.00
Too Government like	10.00	2.00
Total	100.0%	20.00%
Campaign Slogan with Icon:		
Not Specified / Unable to Specify	27.59	16.00
Does not link to the Great Barrier Reef	34.48	20.00
Does not represent anything of the Reef	13.79	8.00
Ambiguous Message	6.90	4.00
Bland	3.45	2.00
Does not appeal	3.45	2.00
Doesn't fit government Authority profile	3.45	2.00
Doesn't really fit for the GBRMPA thing.	3.45	2.00
Not very Distinctive	3.45	2.00
Total	100.00%	58.00%

* Represents proportion of preferred Arrangement – each section adds to 100%

Table 8a ~ Reason for Disliking Arrangement

Response	Prop. (%) *	Prop.(%) of Total Sample
Campaign Slogan with Reef Images:		
Not Specified / Unable to Specify	27.27	6.00
Doesn't say it's the Great Barrier Reef Marine Park Authority, so it's not really conveying the message.	18.18	4.00
If I wasn't told, I wouldn't know it was for the GBR	9.09	2.00
Too busy	9.09	2.00
Too busy - Slogan won't stand out against the images	9.09	2.00
Too busy. Not very eye catching.	9.09	2.00
Too much going on.	9.09	2.00
Unsure what it relates to	9.09	2.00
Total	100.0%	22.00%

* Represents proportion of preferred Arrangement – each section adds to 100%

Table 9 ~ Link Between the Slogan and the Great Barrier Reef

Response	Prop. (%)
Yes	74.00
No	16.00
Unsure	10.00
Total	100.0%

Key Points:

- Approaching three quarters of respondents nominated a perceived link between the Campaign Slogan ‘LKIG’ with the Great Barrier Reef (74.00%).

Figure 9 ~ Link Between the Slogan and the Great Barrier Reef

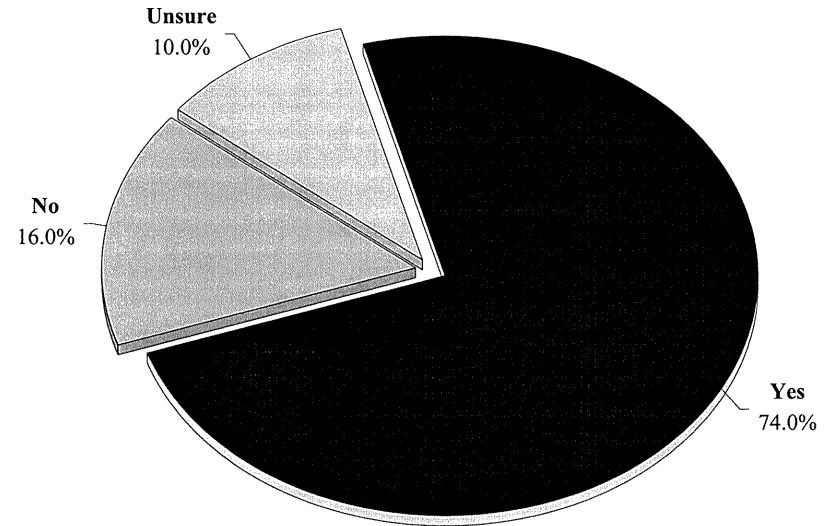


Table 10 ~ Link Between the Slogan and the Great Barrier Reef Marine Park Authority

Response	Prop. (%)
Yes	62.00
No	10.00
Unsure	28.00
Total	100.0%

Key Points:

- Over 60% of respondents nominated a perceived link between the Campaign Slogan ‘LKIG’ and the Great Barrier Reef Marine Park Authority.

- It should be noted that this association was not relative to keeping the ‘Authority Great’, but directly linked through the common denominator of the ‘Reef’, and the Authority’s relationship with it.

Figure 10 ~ Link Between the Slogan and the Great Barrier Reef Marine Park Authority

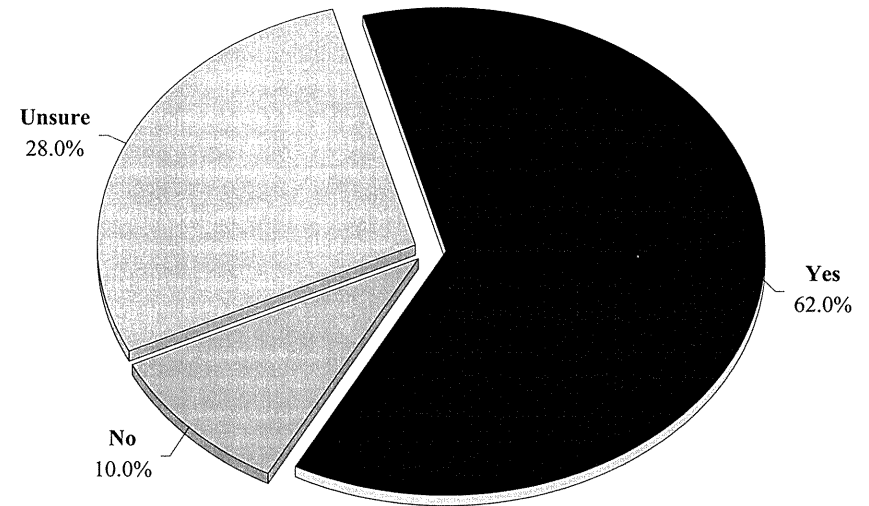


Table 11 ~ Additional Comments

Response	Prop. (%)
Not Specified	72.00
Slogan is Excellent / 'Great'	6.00
Campaign is a good idea / will be effective	4.00
Good Idea - Overall	4.00
A Good Idea to incorporate a New Slogan	2.00
Good Project	2.00
Good to Educate People	2.00
Great Idea - People need educating	2.00
Great Idea - the Reef needs protecting	2.00
It's a good idea to have such a slogan, as it sends out an important message.	2.00
Love the Idea	2.00
Total	100.0%

Table 12 ~ Age of Respondents

Age	Prop. (%)
17 – 19	6.00
20 – 29	28.00
30 – 39	24.00
40 – 49	16.00
50 – 59	22.00
Over 60	4.00
Total	100.0%
Weighted Average	37.67 years

Key Points:

- Approximately one third of respondents were aged up to 29 years (34.00% ~ cumulative results);
- Respondents aged between 30 and 49 years accounted for 40% of the sample;
- The remainder of the sample were aged between 50 and 59 years (26.00%);
- The average age of respondents was calculated to be 37.67 years.

Figure 12 ~ Age of Respondents

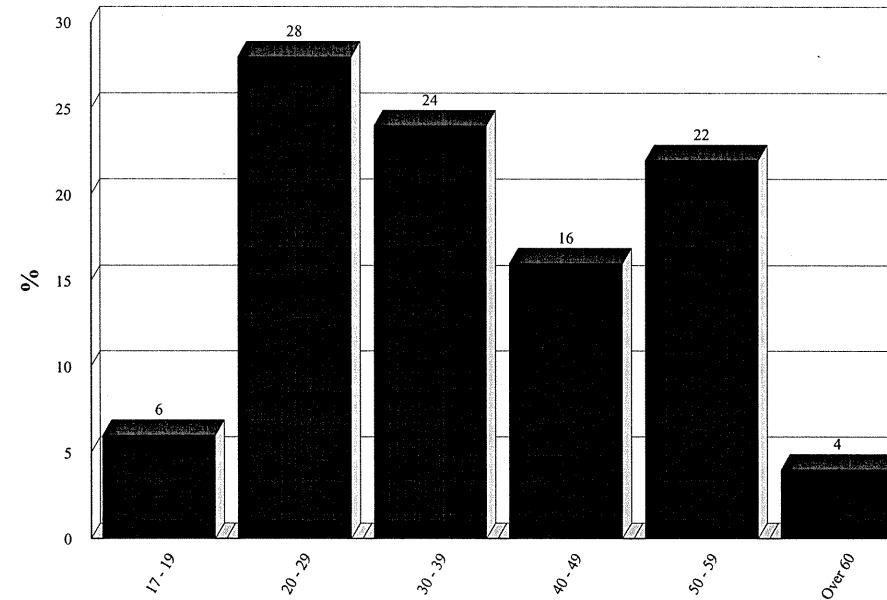


Table 13 ~ Gender of Respondents

Gender	Prop. (%)
Male	46.00
Female	54.00
Total	100.0%

Key Points:

- Males accounted for 46.00% of those surveyed, females accounted for 54.00%.

Figure 13 ~ Gender of Respondents

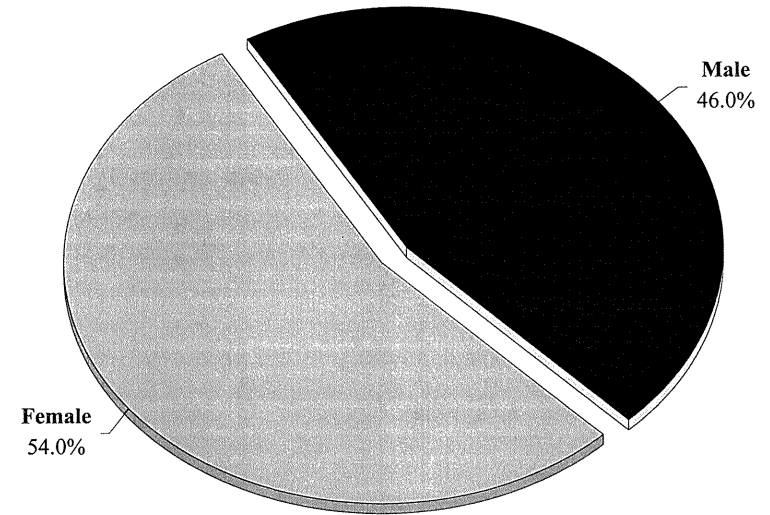


Table 14 ~ Respondent Classification

Area	Prop. (%)
Local Resident	92.00
Domestic Visitor	8.00
International Visitor	0.00
Total	100.0%

Key Points:

- Local Residents accounted for the majority of the sample, at 92.00%.

Figure 14 ~ Respondent Classification

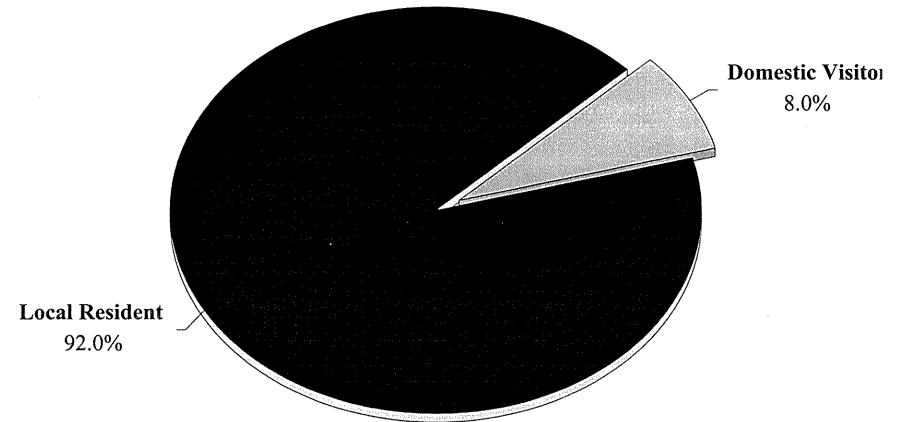


Table 14 (i) ~ Local Resident - Suburb

Area	Prop. (%) *	Prop. (%) of Total Sample
Aitkenvale	4.35	4.00
Belgian Gardens	2.17	2.00
Bohle	2.17	2.00
Condon	10.87	10.00
Cranbrook	2.17	2.00
Currajong	6.52	6.00
Deeragun	4.35	4.00
Douglas	4.35	4.00
Gulliver	6.52	6.00
Heatley	8.70	8.00
Hermit Park	2.17	2.00
Kelso	2.17	2.00
Kirwan	13.04	12.00
North Ward	13.04	12.00
Railway Estate	2.17	2.00
Rasmussen	6.52	6.00
Roseneath	2.17	2.00
Townsville City	4.35	4.00
West End	2.17	2.00
Total	100.0%	92.00%

* Proportion of Local Resident Only

Key Points:

- Respondents classifying as Local Residents were sourced from both Townsville and Thuringowa suburbs.

Figure 14 (i) ~ Local Resident – Suburb

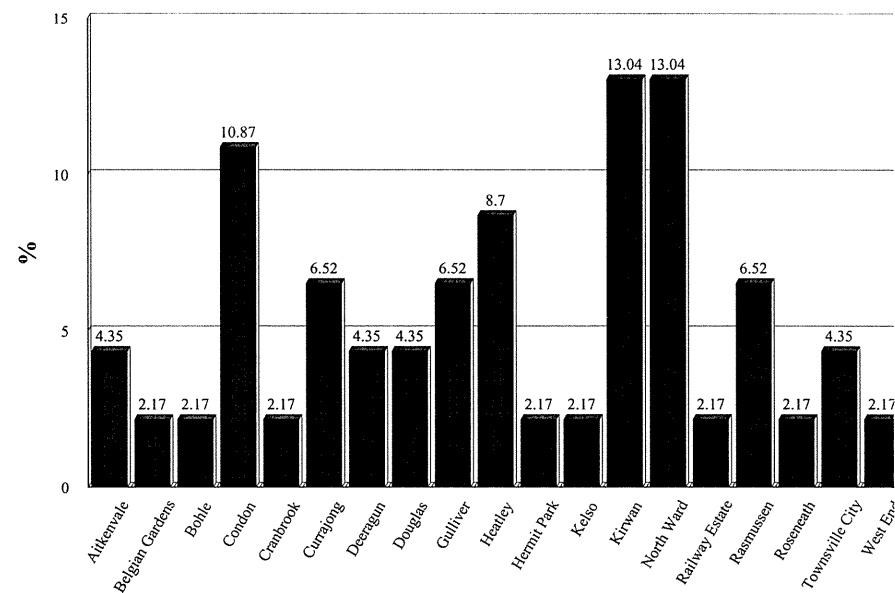


Table 15 ~ State of Residence – Domestic Visitors

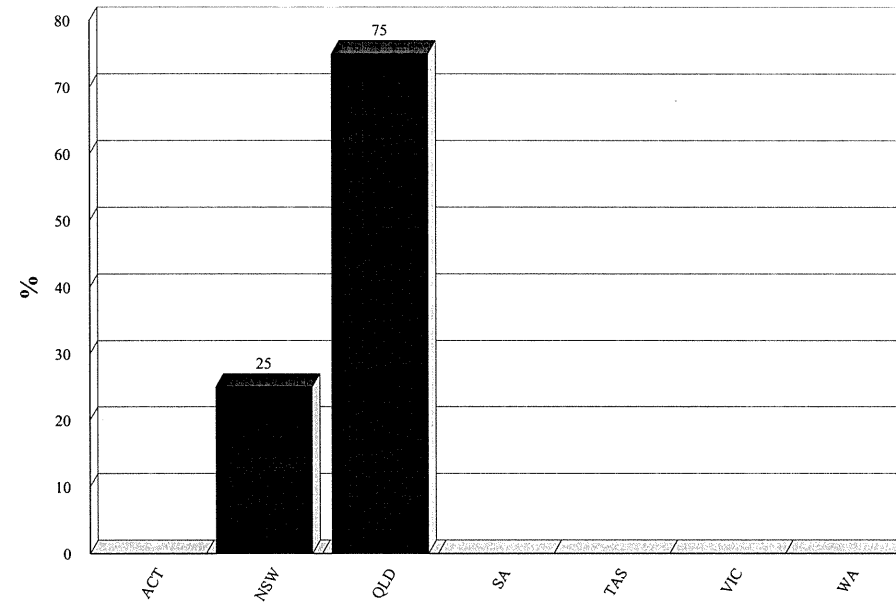
Post Code	Prop. (%) *	Prop. (%) of Total Sample
ACT	-	-
NSW	25.00	2.00
QLD	75.00	6.00
SA	-	-
TAS	-	-
VIC	-	-
WA	-	-
Total	100.0%	8.00%

* Proportion of Domestic Visitors Only

Key Points:

- Of the domestic visitors, three quarters were from other Queensland locations (75.00%), whilst the remainder were from New South Wales.

Figure 15 ~ State of Residence – Domestic Visitors



Copy of Survey



Good Morning/ Afternoon, my name is _____ from the AEC Group. We are currently asking people their opinions regarding a Great Barrier Reef Marine Park Authority Advertising Campaign and I was wondering if I could have just a few minutes of your time ?



A Bit of Background Information:

The Great Barrier Reef Marine Park Authority are developing a new Advertising Campaign. I should point out, the following logo and promotional materials are **NOT** a replacement for the current Logo, nor are they the final copies of what the campaign will look like.

Could you please provide us with some feedback on the following materials:

Surveyors – Show First Card – GBRMPA Logo Only

(Q 1) Firstly – Do you recognise this logo?

Yes	1 <input type="checkbox"/>
No	2 <input type="checkbox"/>
Unsure	3 <input type="checkbox"/>

Show Second Card – ‘Let’s Keep it Great’ with GBRMPA Logo

(Q 2) Regarding the Slogan – “Let’s Keep it Great”, what does it make you think of / what are any associations?

(Q 3) On a rating scale of 1 to 5, with 1 representing ‘love it’ and 5 representing ‘hate it’, could you please rate your ‘feeling’ for this Campaign Slogan:

1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Love it	Like	Average	Dislike	Hate it	n/a

(Q 3a) What are some of the reasons you like or dislike the Campaign Slogan?

Third Card – (LKIG) Campaign Slogan and the Logo

(Q 4) What does the image (logo) and the Campaign Slogan make you think of?

(Q 5) Could you please rate the campaign slogan and logo on the scale of 1 to 5, with 1 as ‘Love it’, through to 5 as ‘Hate it’

1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Love it	Like	Average	Dislike	Hate it	n/a

Fourth Card – Picture / Images with Campaign Slogan

(Q 6) Could you please rate the Campaign Slogan with the Images, on the same scale used previously:

1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Love it	Like	Average	Dislike	Hate it	n/a

(Q 7) From the Flip Cards you have been shown, which is your preferred Placement of the Campaign Slogan and Logo?

a) GBRMPA Logo with Slogan	1 <input type="checkbox"/>
b) (LKIG) Slogan with Logo	2 <input type="checkbox"/>
c) (LKIG) Slogan with Images	3 <input type="checkbox"/>

(Q 7a) Why do you prefer this arrangement?

(Q 8) From the Flip Cards / Examples which do you like the ‘Least’?

a) GBRMPA Logo with Slogan	1 <input type="checkbox"/>
b) (LKIG) Slogan with Logo	2 <input type="checkbox"/>
c) (LKIG) Slogan with Images	3 <input type="checkbox"/>

(Q 8a) Why do you dislike this arrangement?

(Q 9) Overall, do you ‘feel’ that there is a link between the Campaign Slogan and the Great Barrier Reef?

Yes	1 <input type="checkbox"/>
No	2 <input type="checkbox"/>
Unsure	3 <input type="checkbox"/>

GBRMPA – Campaign Slogan Testing – Market Research

(Q 10) Overall, do you 'feel' that there is a link between **the Campaign Slogan** and the Great Barrier Reef Marine Park Authority?

Yes	1	<input type="checkbox"/>
No	2	<input type="checkbox"/>
Unsure	3	<input type="checkbox"/>

(Q 11) Do you have any additional comments regarding the "Let's Keep it Great" Slogan and Campaign?

DEMOGRAPHIC CLASSIFICATION

I just need to ask some final questions. This information will be handled in the strictest confidence and will only be used to obtain a profile those respondents interviewed.

(Q 12) Could I please ask your Age:

(All ages fit into a category in denominations of 10 – for example 20 to 29)

17 – 19	1	<input type="checkbox"/>	40 – 49	4	<input type="checkbox"/>
20 – 29	2	<input type="checkbox"/>	50 – 59	5	<input type="checkbox"/>
30 – 39	3	<input type="checkbox"/>	Over 60	6	<input type="checkbox"/>

(Q 13) SURVEYORS – RECORD Sex:

Male	1	<input type="checkbox"/>
Female	2	<input type="checkbox"/>

(Q 14) Are you a Local Resident?

Yes	1	<input type="checkbox"/>	→ Could I ask your Suburb & Post Code Please?: _____ & _____	END SURVEY
No	2	<input type="checkbox"/>	Go to Q 15	

(Q 15) Could I ask your home State OR Country (→) please?:

Country of Residence:

ACT	1	<input type="checkbox"/>	TAS	5	<input type="checkbox"/>
NSW	2	<input type="checkbox"/>	VIC	6	<input type="checkbox"/>
QLD	3	<input type="checkbox"/>	WA	7	<input type="checkbox"/>
SA	4	<input type="checkbox"/>			

Thank you for participating in this survey.



AECgroup

TOWNSVILLE:

233 Flinders Street East
Townsville QLD 4810

PO BOX 5804MC
Townsville QLD 4810

T: +61 - 7 - 4771 5550

F: +61 - 7 - 4771 5152

BRISBANE:

Level 5, 131 Leichhardt St
Spring Hill QLD 4000

PO BOX 255
Brisbane Albert St QLD 4002

T: +61 - 7 - 3831 0577

F: +61 - 7 - 3831 3899

SYDNEY:

Level 2, 161 Walker St
North Sydney NSW 2060

PO BOX 461
North Sydney NSW 2060

T: +61 - 2 - 9929 7520

F: +61 - 2 - 9929 7530

CAIRNS:

204 Brown St
Cairns QLD 4870

PO BOX 4926
Cairns QLD 4870

T: +61 - 7 - 4051 0577

F: +61 - 7 - 4041 2225

E: aec@aecgrouppltd.com

W: www.aecgrouppltd.com

AEC Group Limited