WE ARE UNDEFEATABLE

LATEST CAMPAIGN TRACKING RESULTS: AUTUMN 2021 BURST

January 2022
Source: DJS Research

WE ARE UNDEFEATABLE

QUANTITATIVE RESEARCH OVERVIEW

TIMELINE: WAVE ON WAVE

This report concludes the 8th wave of the survey. A pre-campaign wave carried out in August 2019 prior to the launch in September with 7 subsequent post-campaign waves throughout 2019-2021.

METHODOLOGY

Interviews were carried out using Dynata panel with quotas set to ensure that the sample is broadly representative by region, age, gender and LTC. CAPI data was collected F2F in areas across England.

NUMBER OF INTERVIEWS

	PRE-CAMPAIGN (2nd - 27th August 2019)	**POST-CAMPAIGN W1** (8th - 27th October 2019)	**POST-CAMPAIGN W2** (20th March - 7th April 2020)	**POST-CAMPAIGN W3** (15th July – 3rd August 2020)	**POST-CAMPAIGN W4** (21st Oct – 12th Nov 2020)	**POST-CAMPAIGN W5** (30th Mar – 22nd Apr 2021)	**POST-CAMPAIGN W6** (3rd – 20th Aug 2021)	**POST-CAMPAIGN W7** (12th Nov – 1st Dec 2021)
Online	1,292	1,338	1,340	1,350	1,340	1,340	1,349	1,340
CAPI*	710	642	-	-	-	-	668	658

***Note on CAPI data and analysis:**

The F2F CAPI interviews are aimed to collect data from more vulnerable, harder to reach and digitally excluded audiences. As such, the sample profile differs for online and CAPI, with CAPI more likely to be older and inactive.

For the first time since W1, we have focused on the total sample when analysing the results, showing online only trends where relevant.

SAMPLE PROFILE (TOTAL)

The sample profile for the was matched to the sample from previous waves.

Minor weighting was applied to the post-campaign data on gender, age and number of conditions to ensure the sample profiles matched.

SAMPLE PROFILE

Gender	
Female	58%
Male	41%

Social Grade	
AB	26%
C1C2	39%
DE	33%

Age	
18-34	16%
35-44	16%
45-54	15%
55-64	28%
65+	25%

Nº Conditions	
Single condition	45%
Multiple conditions	55%

In line with guidance, sig testing is measured at 95%. Bases under 50 are flagged to be treated with caution.

SURVEY OVERVIEW

Attitudes towards physical activity

Motivations and barriers to physical activity

Spontaneous and prompted campaign recall

COVID specific questions

Understanding and attitudes towards the campaign

Actions undertaken as a result of the campaign

EXAMPLE STIMULUS

Social media

VOD

TV storyboard

All respondents were also played the 30s TV ad after initial recall questions

WHERE WE WERE AT THE END OF SUMMER…

- **There had been a step-change in campaign recall and diagnostics following the launch of new TV creative for our Summer burst**
  - Recall and call to action both at highest levels ever observed
  - Relatability had returned to launch levels

- **Anxieties around Covid had lessened slightly but were still present for our target audience**

- **Going into autumn presented some headwind** – Covid case numbers increasing again and poorer weather / shorter days….

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KEY FINDINGS

ANXIETIES AROUND THE PERSONAL IMPACT OF COVID HAVE INCREASED SINCE THE LAST WAVE

Q021ai Which of the following, if any, have concerned you as a result of the pandemic and lockdown? Base: all participants (n=1,998)

Denotes statistical significance

5 IN 10 ARE AWARE OF THE CAMPAIGN ACROSS ALL CHANNELS, WITH A SIGNIFICANT INCREASE IN TV RECALL

Total sample: Recall of the campaign across channels…

66% of those who watched *Loose Women* were aware of WAU activity

Q027 Here are some images from an advert that was shown on TV. Have you seen this ad on TV before today? Base: all participants (n=1,998) Q029 Here are some example social media posts. Have you seen these sort of posts anywhere on social media before today, for example Facebook, Twitter or Instagram? Base: all participants (n=1,998)

Denotes statistical significance

FURTHER CONSOLIDATION OF GAINS IN RECALL AMONG THOSE AGED 35+, WOMEN AND MULTIPLE CONDITIONS

Total sample: % aware of campaign via any channel

Q027 Here are some images from an advert that was shown on TV. Have you seen this ad on TV before today? Base: all online participants (n=1,998) Q029 Here are some example social media posts. Have you seen these sort of posts anywhere on social media before today, for example Facebook, Twitter or Instagram? Base: all online participants (n=1,998)

*relatively small subgroup (175 in W7)

Denotes statistical significance

AWARENESS OF THE WAU WEBSITE HAS INCREASED SIGNIFICANTLY

Total sample: Awareness of the campaign resources…

Q029e Are you aware of and/or have you accessed any of the following resources? Base: all participants (n=1,998)

Denotes statistical significance

RELATABILITY, STAND OUT AND ENJOYMENT MEASURES HAVE REMAINED STABLE (FOLLOWING GAINS MADE)

Total sample: Standout & enjoyment statements
% agree

Q036 Now, thinking of everything that you've seen or heard about the campaign 'We Are Undefeatable', please could you tell me how much you agree or disagree with each of the following statements? Base: All participants (n=1,998) (online only waves carried out between W2-W5, therefore no total sample data plotted)

Denotes statistical significance

THERE HAS BEEN A SIGNIFICANT INCREASE IN PERCEPTIONS OF WHAT COUNTS AS EXERCISE

Total sample: Key message delivery statements
% agree

Q036 Now, thinking of everything that you've seen or heard about the campaign 'We Are Undefeatable', please could you tell me how much you agree or disagree with each of the following statements? Base: All participants (n=1,998) (online only waves carried out between W2-W5, therefore no total sample data plotted)

Denotes statistical significance

4 IN 10 HAVE TAKEN AN ACTION AS A RESULT OF THE CAMPAIGN

Total sample: % of those aware of the campaign who have taken any action as a result …

Action taken is higher among:
- 18-34s
- Males
- Those already active
- More severe conditions

Denotes statistical significance

Q032 As a result of seeing the campaign, have you done any of the following? Base: all participants aware of the campaign (before prompting with TV advert) (n=771)

KEY TAKEOUTS FROM AUTUMN 2021 BURST

Despite Covid-related headwinds stoking anxiety, the autumn burst succeeded in maintaining and in some areas building on the previous large increases in recall and diagnostics.

- Overall campaign recall reached 49% (summer wave: 47%) with significant increases among people aged 35+ and people with multiple conditions
- Relatability, enjoyment and action measures remained stable following increases last wave
- Message takeout improved in terms of people thinking differently about what counts as exercise
- Awareness of the campaign website rose significantly to 21% & Loose Women sponsorship was recalled by 66% of those who had watched the programme