The Cognitive Impact of the LiveLighter Message at the Perth Glory 2013/14

HEALTH PROMOTION EVALUATION UNIT

Abstract
In an effort to promote health to West Australians, Healthway provides sponsorship to sport, art and community organisations in exchange for the promotion of health messages.

In 2013, Healthway entered into a sponsorship agreement with the Perth Glory in exchange for the promotion of the LiveLighter message at all home games. The purpose of this study was to measure the cognitive impact of the LiveLighter message amongst spectators at the beginning and end of the Perth Glory home season and to measure any additional effect of leveraging techniques across the cognitive impact hierarchy for the LiveLighter message.

Data were collected from 231 adults across four games between October 2013 and April 2014. The data were then merged for comparison across the different data collection time points.

Total awareness of the LiveLighter message across the season was 62%, with levels significantly higher at game four (69%), game ten (71%) and game 11 (67%) compared with game one (43%). Along with higher levels of awareness as the season progressed, were increases in behavioural intention and action related to the LiveLighter message amongst spectators at Perth Glory home games. Promotional techniques such as large signage (big screen 32%, LED signs 30%) and players clothes (27%) were the most successful awareness raising strategies, with higher awareness associated with recall of an additional leveraging techniques at activation games.

Overall, the LiveLighter sponsorship was an effective strategy to build awareness of the message amongst spectators across the season and increased related behavioural intentions and actions. Support for the use of interactive activities at future sponsorships was also evidenced.

Background
As a means to promote health to the Western Australian (WA) community, Healthway provides sponsorship to sport, arts and community organisations in exchange for the promotion of health messages and the creation of healthy environments.

Football (soccer) is one of the fastest growing sports in Australia, with one in ten WA children participating in the sport in 2012. The Perth Glory Football Club represents WA as part of the national Hyundai A-League and with an average 9500 spectators attending home games, is well positioned to provide opportunities to reach a broad captive audience.

In 2013, Healthway entered into a sponsorship agreement with the Perth Glory in exchange for the promotion of the LiveLighter health message. The LiveLighter message is supported by a state funded social media campaign delivered by the National Heart Foundation and Cancer Council WA. Live Lighter promotes healthier lifestyles by encouraging people to make healthier food and drink choices and to be more active.

The overall aim of the Healthway sponsorship of Perth Glory was to promote the LiveLighter message and increase awareness and subsequent cognitive impact effects among spectators at Perth Glory home games during the 2013/2014 Hyundai A-League season. In addition to the promotion of the LiveLighter message, the sponsorship also included provision to maintain all events as smoke free.
and to promote Healthway as the organization sponsoring the project and promoting LiveLighter.

The main promotional activities at the Perth Glory home games (game one and game eleven) comprised LED signage and message announcements. However, during two home games, the LiveLighter message was activated through a number of additional pre-game and half time leveraging activities. These included the establishment of the LiveLighter Lounge, a place where spectators could go prior to the game, relax, and pick up a free bottle of water and a healthy snack. LiveLighter ambassadors walked around the stadium offering free water, snacks and cookbooks to spectators. During half-time the MC encouraged audience members to dance; those captured via the ‘Dance Cam’ appeared on the big screen. Also on the big screen throughout the games were LiveLighter advertisements displaying the key messages of the LiveLighter campaign and providing examples of how to live lighter. Finally, the half-time entertainment was an on-field LiveLighter Bubble Soccer game, where participants play a friendly soccer match wearing large inflatable ‘bubble’ suits enabling them to safely roll around and bounce into one another.

This study set out to measure the impact of the overall sponsorship and specific activation activities during the activation games on spectators awareness, understanding and behaviour intentions towards the LiveLighter message. Specifically, the objectives were to:

- Measure the cognitive impact of the LiveLighter message amongst spectators at the beginning and end of the Perth Glory home season.
- Measure any additional benefits of leveraging techniques across the cognitive impact hierarchy for the LiveLighter message.

### Method

The data for this study were collected between October 2013 and March 2014 during the regular 2013/14 home and away A-league season. Specifically, baseline data were collected at home game one (October 27, 2013) with post test data collected at home game 11 (March 15, 2014). Data at the ‘activated’ home games were collected at home game four (November 22, 2013) and home game ten (February 22, 2014).

All data were collected via interviewer-administered surveys with adult spectators in attendance at the Glory matches. Field staff approached potential respondents from all areas within the stadium, either at an appropriate time when they were not engaged in viewing the match or after it had finished.

### Instrumentation

Similar instruments were used across all four home games, with questions to measure the cognitive impact of the health message included in all surveys. Additional questions relating to the specific leveraging techniques were also included in the surveys collected at the ‘activated’ home games. The measures used to assess cognitive impact focused on respondents’ awareness, comprehension, acceptance, intention and action relating to the message. Specifically, they were asked whether they recalled seeing or hearing any health messages at the game. Those who recalled the message were designated aware of the message. Respondents aware of the message were asked what they understood the message to mean (comprehension), and, whether they agreed, disagreed or had no feelings either way about the health message (acceptance). Respondents were then asked what thoughts, if any, they had about the message. They were asked whether or not they had formed an intention to take any action (intention) and, if so, what (action) they had actually undertaken.

Actions and intentions included any related to the message, not just adoption or continuation of the recommended behaviour. In addition, action included not only personal actions, but also those related to encouraging others to adopt or continue a recommended behaviour. Finally, actions undertaken may have been as a result of seeing the message at the current or a previous event. As well as the cognitive impact measures, respondents were also asked demographic questions, their Perth Glory membership status and the number of 2013/14 season home games attended.

Additional data were collected at the two ‘activation home games’ in relation to respondents’ awareness and interactions with several LiveLighter activation activities. These included the LiveLighter Lounge, dance cam and bubble soccer at ‘activation game day one’ and the LiveLighter ambassadors, dance cam, bubble soccer, big screen adverts, program adverts and announcements at ‘activation game two’.

### Analysis

All data were merged and analysed using SPSS for Windows (Version 21). Descriptive statistics were generated to describe the demographic, membership and attendance data. Total action was calculated by multiplying the proportion of respondents aware x % comprehended x % accepted x % with intention x % who took action.

To assess for differences between the baseline, post-test and the activation home games, chi square analyses were conducted on the demographics and cognitive impact measures.

### Results

**Study participants**

A total of 231 adults were surveyed across the season. As shown in Table 1, almost two-thirds of
respondents (64%) were male, with significantly more males responding at the second activation game (80%) compared with baseline (54%, p < 0.01) and post-test (60%, p < 0.05). Three in five respondents (60%) were aged under 40 years. Around one third (31%) were members of the Perth Glory Football Club and three-quarters (75%) had attended multiple home games.

When compared with baseline (38%), a significantly higher proportion of respondents were aged under 40 years at activation 1 (75%, p < 0.01), activation 2 (59%, p < 0.05), and at post-test (87%, p < 0.01). No significant differences in membership or attendance were observed across the data collection points.

Cognitive Impact measures
As shown in Table 2, total awareness of the LiveLighter message across the season was 62%. Awareness was higher among respondents who attended multiple games (2 to 6 games 70%; 7 to 11 games 80%) compared with those who only attended one game (52%, p < 0.05), and among those who were aged 40 years and over (71%) and members (76%) compared with younger (<40 years 57%, p < 0.05) non-members (56%, p < 0.01). As shown in Table 2, in comparison to baseline awareness (43%), a significantly higher proportion of respondents were aware of the message at activation 1 (69%, p < 0.01), activation 2 (71%, p < 0.01) and at post-test (67%, p < 0.05).

Comprehension and acceptance of the message was high at 83% and 92% of those aware of the LiveLighter message respectively. Around half (52%) of those respondents who accepted the message formed a behavioural intention related to the message, with almost three-quarters of these people (74%) actually taking action. Overall, levels of comprehension, acceptance, intention and behaviour were similar across the season, among members and non-members, by number of games attended and across ages. No significant differences in cognitive impact were observed by gender.

As evidenced in Figure 1, when multiplied down the hierarchy of

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effect, the higher levels of awareness throughout the season resulted in an almost doubling of cognitive impact in terms of behavioural intention and total action toward the end of the season.

Awareness of LiveLighter promotional activities
When people aware of the LiveLighter message were asked where they saw or heard the message, about a third said the big screen (32%) or the LED signage (30%), with 27% seeing it on the players’ clothes (Figure 2). During the activation game days, respondents also recalled specific activation activities such as the LiveLighter water bar (activation 1, 23% and activation 2, 7%) and the half time bubble soccer game (activation 1, 11% and activation 2, 10%). Few respondents (2%) recalled the dance cam as the promotional activity where they saw or heard the message.

Awareness of LiveLighter Activations
When prompted with a selection of LiveLighter promotional activities, on each of the activation game days, three-quarters (76%) of respondents reported seeing at least one of the promotional activities. The dance cam (43%) and bubble soccer (39%) were the most commonly seen at activations at game one, with the LiveLighter ambassadors (50%) and big screen adverts (45%) most commonly seen at the second activation game (Figure 3).

Recall of promotional activities during an activation game was associated with a significantly higher proportion of respondents being aware of the LiveLighter message (87%), compared with those not aware of the promotional activities (49%, p<0.01). However, recall of a promotional activity was not significantly associated with comprehension, acceptance, behavioural intention or action relating to the LiveLighter message, after adjusting for respondent Perth Glory membership, gender or age.

Spectator engagement with Activation activities
A number of the promotional activities provided spectators an opportunity to ‘interact’ with the LiveLighter message, such as dancing in the hope of appearing on the big screen, receiving a bottle of water or receiving a free cookbook or fruit kebab from one of the LiveLighter ambassadors. Overall, one in five respondents reported engaging in at least one promotional activity (21%). Among respondents who had seen the LiveLighter lounge at activation game one (n=17), 35% received a free bottle of water and 12% a free fruit kebab. Subsequent to seeing the dance cam (n=27), around one in five people (22%) reported dancing in the hope of being filmed. During game two approximately one-third of respondents who had seen a LiveLighter ambassador (n=29) received a free fruit kebab (31%) and/or cookbook (30%), with one in ten respondents (10%) dancing for the dance cam (n=18). Engagement with the LiveLighter promotional activities were unrelated to respondents age, gender or Perth Glory Membership status.
Significantly higher levels of message awareness were found among respondents who engaged with a LiveLighter promotional activity (96%), compared with those who did not interact with the message (75%, p<0.05). Cognitive impact beyond awareness (comprehension, intention and action) was not significantly influenced by the activation activities, although higher levels of total action were observed as the season progressed.

Discussion
The sponsorship of the Perth Glory was shown to be successful in raising awareness of the LiveLighter message at home games to around two thirds of Perth Glory spectators in its first season. The level of awareness reported at the end of the Perth Glory season is similar to results from other similarly sized Healthway sponsorships. Furthermore, exposure to the LiveLighter message resulted in comparable levels of comprehension, acceptance, behavioural intention and action to previous Healthway sponsorships of a similar size.

The results suggest sponsorship activities were successful at reaching spectators, as evidenced by an almost doubling of behavioural intention and total action toward the end of the season, even though awareness levels had plateaued mid season. While spectators may have been exposed to LiveLighter as part of the broader community social media campaign, attending Perth Glory games was shown to firstly raise awareness of the LiveLighter message significantly above baseline and secondly to double the proportion of spectators forming behavioural intention and action over the course of the season. In it’s first season, the Glory sponsorship was successful at fostering a level of total action higher than reported at other Healthway sponsored events.

The promotional activities implemented throughout the season were observed to build awareness amongst spectators, as evidenced by the higher proportion of respondents aware of LiveLighter at the end compared to the beginning of the season. This may in part reflect the high proportion of people who attended multiple Perth Glory games having greater exposure to the message and more opportunity to associate Perth Glory home games with the LiveLighter branding.

The results are reinforced with evidence that Perth Glory members were more responsive to the LiveLighter promotions compared with non-members. While members may simply attend more home games than non-members, there may be additional exposure to the LiveLighter message through member engagement with the Perth Glory through online activities that was not captured in this study.

The high levels of awareness achieved during the first season, reflected the range of promotional strategies implemented at home games. Large visible signage around the ground, the LiveLighter branding on player clothing and loudspeaker announcements were the most effective avenues for raising spectator awareness, both well established promotional strategies used in many other sponsorships. An important component of the LiveLighter sponsorship was the opportunity to focus sponsorship activation at two home games during the season. The use of a water bar, ambassadors, the half-time bubble soccer game, dance cam and big screen adverts were all effective in raising additional awareness amongst spectators on the activation days, especially those spectators who interacted with the message.

As previously mentioned, the LiveLighter message is supported by a community wide social media campaign, and it is possible that spectators already have an awareness of the message prior to attending Perth Glory games. Nonetheless, the sponsorship appeared successful in building an association of the LiveLighter message and the Perth Glory among the majority of spectators. Previous research shows that it can take several years for a sponsorship to be effective beyond raising awareness and that continual engagement with the sponsored message through innovative activations, like those
employed in the two activation games can cement these associations.

In conclusion, this study provides evidence of the effectiveness of the Perth Glory LiveLighter sponsorship as a strategy to increase awareness of the message among spectators across the season, as well as creating greater behavioural intention and total action. Signage and player clothing were identified as successful awareness raising activities across the season, with the ambassadors, dance cam and water bar generating awareness at the activation games. Given awareness was higher among spectators who interacted with LiveLighter activations, future sponsorships could benefit from incorporating similar promotions into their activities.

References


Suggested citation: