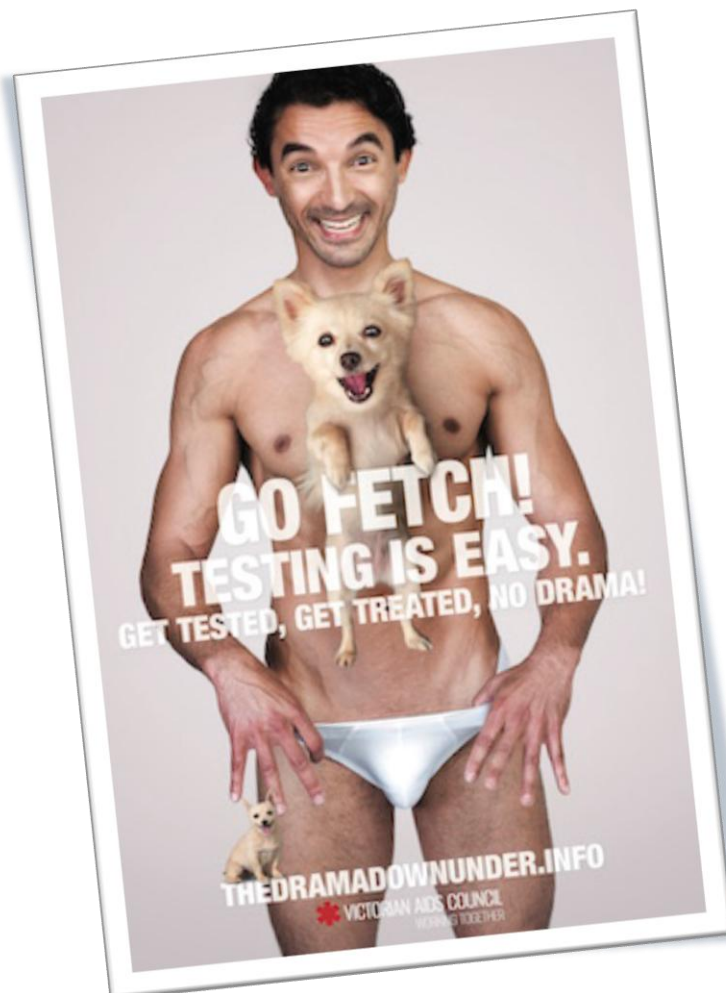

DRAMA DOWNUNDER PHASE 8 EVALUATION

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1. INTRODUCTION

1.1 Drama Downunder

The Drama Downunder campaign is the Victorian AIDS Council's (VAC) long running sexual health campaign. The campaign was first developed by VAC for the Australian Federation of AIDS Organisations (AFAO) in 2007. Since that time, the campaign has run in every state and territory in Australia. This evaluation focuses on phase eight of the campaign.

Drama Downunder uses a light hearted approach to reinforce the importance of regular sexual health checks for gay and bisexual men. The campaign aims to:

- Increase awareness of sexually transmitted infections (STIs);
- Increase access to diagnosis, treatment and care of STIs;
- Increase the notification of sexual partners potentially exposed to an STI;
- Increase the proportion of gay men who report being tested for HIV and STIs (in line with the STIGMA testing guidelines); and
- Minimise the transmission and morbidity of STIs in gay and other men who have sex with men.

Prior campaign evaluations have found that Drama Downunder uses humour to engage the attention of the audience and that it effectively communicates its message.* The strategy of using outdoor advertising has also been found to be a very effective way of reaching gay men. Prior phases of Drama Downunder have also achieved high levels of campaign recognition.†

Phase eight of Drama Downunder saw a 'refresh' in the look of the campaign. While the same model, humour and tagline was used to ensure continuity with prior phases, the visual design was refreshed.

Phase eight of the campaign ran from January to March 2015. Approximately \$280,000 was spent on advertising. Drama Downunder advertisements appeared in:

- outdoor panels (Adshel);
- gay newspapers and websites (Star Observer, Same Same and MCV); and

* Spina A. Evaluation of the Drama Downunder Campaign Phase 1. 2009.

† Burnet Institute. Outcome evaluation of HIV prevention initiatives 2012-2013 in men who have sex with men in Victoria. Full Report. February 2014.

- gay hook-up apps (Squirt, Grindr and AussieMen).

All advertisements promoted the campaign website (<http://www.thedramadownunder.info>) as a source of further health information. The website features information on sexual health checks and common STIs. The site features a 'Remind Me' service that allows visitors to register for a regular sexual health check reminder and 'Let Him Know' service that allows visitors to inform their sexual partners if they may have been exposed to an STI.

1.2 Evaluation framework

This evaluation is informed by a health promotion evaluation framework.[‡] This framework recognises that it is unrealistic to expect a single intervention, such as a media campaign, to produce behaviour changes. Health behaviours are often complex to change and that there are many other factors that can promote or inhibit such changes. For example, lack of easy and free access to STI testing may inhibit individuals seeking out sexual health checks. The framework focusses on assessing the immediate impact of health promotion interventions, such as community engagement or impact on health literacy (knowledge, skills, attitudes), as these ultimately will contribute to higher level health outcomes. This evaluation therefore focusses on the more immediate impact of the messages.

1.3 Evaluation methods

A community recall survey was implemented to evaluate the campaign. The survey consisted of 29 mostly multiple choice questions, with a few opportunities for qualitative feedback. The survey was open for ten days in mid-April 2015. The survey was timed to run just after the advertisements had finished running. Facebook advertisements were used to recruit survey respondents. The survey had a 15 per cent non-completion rate.

In addition to the community survey, an analysis of campaign website statistics has been undertaken to help assess the impact of the advertisements and engagement with the campaign.

[‡] Nutbeam D. Health literacy as a public health goals: a challenge for contemporary health education and communication strategies into the 21st century. *Health Promotion International* 2000;15(3):259-267.

Key evaluation questions are:

- Who did the advertisements reach?
- How effectively did the advertisements communicate their message?
- What was the audience response to the advertisements?
- What impact did the campaign have on health seeking behaviour?
- What impact did the campaign have on intentions and attitudes?

Drama Downunder Phase 8 Advertisements



2. SURVEY RESPONDENTS

There were 396 survey respondents. The average survey respondent was a gay man, HIV negative and living in Melbourne.

There was a good spread of ages. A quarter of respondents were 29 years or younger. Approximately 28 per cent of respondents were 30-39 years old and another 28 per cent were 40-49 years old.

Ninety per cent of respondents identify as gay. Four per cent of respondents identify as bisexual and another four per cent as queer. Half of all respondents who identify as bisexual are 18-24 years old.

Eighty-six per cent of respondents live in Melbourne. The remaining respondents came from a mix of Victorian towns. Three per cent of respondents do not live in Victoria. Their answers have been excluded from the advertising recall questions.

Twelve per cent of respondents currently work or volunteer for an organisation that offers HIV services and programs. Their answers have been excluded from the advertising recall findings as you would expect them to have a much higher exposure to HIV campaigns as a result of their paid or volunteer work.

Table 1. How old are you? (n=396)

Answer Options	%
under 18	0.0%
18-24	12.9%
25-29	11.4%
30-39	28.5%
40-49	27.8%
50-59	14.4%
60 and older	5.1%

Table 2. How do you sexually identify? (n=395)

Answer Options	%
Gay	90.1%
Bisexual	4.3%

Queer	3.8%
Other	1.8%

Table 3. Where do you currently live? (n=395)

Answer Options	%
Melbourne	85.8%
Geelong	1.3%
Ballarat	1.8%
Bendigo	0.5%
Gippsland	2.3%
I do not live in Victoria	3.0%
Other Victorian town	5.3%

Table 4. Do you currently work or volunteer for an organisation that offers HIV services and programs? (n=394)

Answer Options	%
Yes	11.9%
No	85.3%
Unsure	2.8%

3. HIV STATUS OF RESPONDENTS

Seventy-four per cent of respondents were HIV negative. Eighteen per cent were HIV positive (identical to the Will You Get HIV Tonight? survey). Five per cent (22) of respondents were unsure of their HIV status. Eight of these men were 29 years and under and another eight were 30-39 years old.

Table 5. What is your HIV status? (n=399)

Answer Options	%
HIV negative	74.2%
HIV positive	18.5%
Unknown/Unsure	5.5%
I do not wish to share this information	1.8%

Half of all HIV negative respondents indicated that they have tested within the past six months. Seventeen per cent indicated that it was 6-12 months ago. Twelve per cent indicated it was 1-2 years ago. For eight per cent of respondents they tested over four years ago. Four per cent of respondents have not tested for HIV.

Table 6. You indicated that you are HIV negative. When was your last HIV test? (n=287)

Answer Options	%
0-6 months ago	52.6%
6-12 months ago	17.4%
1-2 years ago	11.8%
2-4 years ago	5.9%
Over 4 years ago	7.7%
I have not had an HIV test	4.5%

Standard HIV tests are still the most common HIV tests occurring. However, 12 per cent of respondents indicated that they had a rapid HIV test at their last appointment. Four respondents had a home HIV test which is available if you are part of a research trial or from online overseas purchases.

Table 7. At your last HIV test, what type of HIV test did you have? (n=285)	
Answer Options	%
Standard HIV test	80.0%
Rapid HIV test (test results are provided within the same appointment)	11.9%
Home HIV test (via a research trial or online overseas purchase)	1.4%
I am not sure	2.5%
I have not had an HIV test	4.2%

Of the 18 per cent (74) of HIV positive respondents, over half were diagnosed over ten years ago. All these respondents are 40 years or older. Eighteen per cent were diagnosed 5-10 years ago. Only three respondents were diagnosed within the past twelve months. Only two HIV positive respondents are not currently taking antiretroviral treatment. Nearly all HIV positive respondents indicated that they had an undetectable viral load at their last blood test, three respondents did not, one respondent could not recall their last viral load test and one respondent did not want to share this information.

Table 8. You indicated that you are HIV positive. When were you diagnosed with HIV? (n=74)	
Answer Options	%
Within the last 6 months	2.7%
6-12 months ago	1.4%
1-2 years ago	12.2%
2-5 years ago	12.2%
5-10 years ago	17.6%
Over 10 years ago	54.1%

Table 9. Are you currently taking antiretroviral treatment? (n=74)	
Answer Options	%
Yes, I am taking antiretroviral treatment	97.3%
No, I am not taking antiretroviral treatment	1.4%
No, I am not currently taking antiretroviral treatment but I have in the past	1.4%

Table 10. At your last blood test, did you have an undetectable viral load? (n=74)	
Answer Options	%
Yes, I had an undetectable viral load	93.2%
No, I did not have an undetectable viral load	4.1%
I have not had a viral load test	0.0%
I do not recall my last viral load test result	1.4%

4. CAMPAIGN RECALL

Survey respondents were shown three Drama Downunder advertisements. Fifty-eight per cent of respondents had seen the advertisements. Overall recall of any phase of the Drama Downunder campaign is now at an extraordinary 83 per cent of survey respondents.

Among those who have not seen the advertisements, they are significantly less likely to be living in Melbourne compared to those who have seen the latest advertisements.

Table 11. Prior to this survey, have you seen any of the advertisements that are displayed? (n=313)

Answer Options	%
Yes, I have seen one or more of the adverts shown	57.8%
No, I have not seen those adverts BUT I have seen other Drama Downunder adverts	24.3%
No, I have not seen any of the adverts shown	16.9%
I am unsure	1.0%

Excludes non-Victorian residents and HIV sector staff and volunteers

There is only fairly minor variation in recall when examined by age, place of residence, or HIV status. HIV positive respondents are more likely to recall the advertisements, while young respondents (under 30) are slightly less likely to recall the advertisements.

Table 12. Recall of the displayed advertisements by demographic

Answer Options	%
All	57.8%
Melbourne respondents	59.9%
HIV positive respondents	61.8%
Young respondents (under 30)	55.2%

Excludes non-Victorian residents and HIV sector staff and volunteers

Using outdoor advertising remains critical to reaching gay men with health promotion messages. Seventy-one per cent of respondents who saw the advertisements recalled seeing the outdoor advertisements. This is on par with Will You Get HIV Tonight? survey where 74 per cent of respondents saw the outdoor advertisements. The next two most frequent sites for recall were the MCV (36 per cent) and Star Observer (31 per cent). However, each newspaper achieves approximately half the level of recall as achieved by the outdoor advertisements.

There are differences between demographic groups on where they saw the advertisements:

- 80 per cent of young people (under 30) recall the outdoor advertisements vs. 59 per cent of HIV positive respondents who recall the outdoor advertisements.
- 17 per cent of young people (under 30) recall the MCV advertisements vs. 42 per cent of 30-49 year olds.

Table 13. Did you see the adverts in any of the following media?(Tick all that apply) (n=178)

Answer Options	%
Star Observer (print or online)	31.5%
MCV (print or online)	36.0%
Squirt	6.2%
Same Same	9.0%
Grindr	16.3%
AussieMen	2.2%
Outdoors (roadside, bus shelters, tram shelters)	71.3%
I do not recall	10.7%
Other (please specify)	5.6%

Excludes non-Victorian residents and HIV sector staff

Survey respondents who recall the advertisements are been exposed to the message multiple times. Multiple exposure to the advertisement message assists with message reinforcement. Excluding respondents who do not recall how many times they saw the advertisements, 85 per cent of respondents have seen the advertisements 3-4 times or more.

Table 14. How many times did you see the advertisements? (n=178)

Answer Options	%
One time only	3.4%
Two times	9.6%
3-4 times	30.3%
5 or more times	41.6%
I do not recall	15.2%

Excludes non-Victorian residents and HIV sector staff

5. MESSAGE COMMUNICATION

All survey respondents were asked what they think is the main message of the advertisements (open ended question). Twenty-one per cent of respondents chose to skip this question, while 79 per cent of respondents provided a written comment (285 comments).

Responses were classified together by theme:

- 86 per cent of respondents (the four bullet points below) correctly identified the sexual health check message, some with more specificity than others:
 - ✓ 63 per cent said the message was to have a sexual health check;
 - ✓ 5 per cent were slightly more specific saying it was to have a regular sexual health check;
 - ✓ 15 per cent said the message was that sexual health checks are easy;
 - ✓ 3 per cent gave a more general answer (though not incorrect) saying it was raising awareness about sexual health.
- 8 per cent of comments were negative comments about the campaign (which are analysed later) or random comments – this was the first opportunity respondents had to comment on the campaign.
- 3 per cent commented that it was to raise awareness – they were not more specific in stating what it was raising awareness of;
- 3 per cent of comments said the message was promoting safe sex – the advertisements do not promote protection, though it is understandable this is a message that some may take away.

After been asked to identify the main message of the advertisements, and much later in the survey, respondents were told that one of the aims of the advertisements was to communicate that it was easy to have a sexual health check. They were asked how effectively they thought it communicates this message. Twenty-one per cent said the advertisements very effectively communicated this message and 51 per cent said it was effective. Only 10 per cent thought the advertisements were ineffective or very ineffective. These respondents were more voicing their dislike of the visuals used in the campaign, given the majority of them when asked to describe the main message of the campaign in their own words correctly identified the sexual health check message.

Table 15. These advertisements aim to communicate that having a sexual health check is easy. How effectively do they communicate this message? (n=338)

Answer Options	%
Very effectively	20.7%
Effectively	50.9%
Neither effectively nor ineffectively	18.0%
Ineffectively	7.4%
Very ineffectively	3.0%

6. PERSUASIVENES AND IMPACT OF THE MESSAGE

Survey respondents were asked a series of questions to assess how persuasive the advertisement messages were.

Thirty-nine per cent of respondents reported that they are more likely or somewhat more likely to consider having a sexual health check. Sixty per cent reported no difference. This does not necessarily mean that the campaign is not having an impact, it may be that these respondents do not need to change their behaviour as they may already test frequently for sexual health or they may be in a monogamous relationship or they may not be currently sexually active. One respondent made this comment:

“you didn’t ask WHY I haven’t had a HIV test which probably would have been useful data. For all it’s worth i’m in a relationship that is monogamous for now. If I wasn’t I would have an STI/HIV test probably twice a year”

Table 16. Have these advertisements made you more likely or less likely to consider having a sexual health check? (n=355)

Answer Options	%
More likely	16.9%
Somewhat more likely	22.0%
No difference	59.7%
Somewhat less likely	0.3%
Less likely	1.1%

Over half of all respondents indicated that these advertisements made them feel more positive or somewhat positive about sexual health checks. Only 3 per cent of respondents indicated that it made them feel somewhat negative or more negative towards sexual health checks.

Table 17. How do these advertisements make you feel about sexual health checks? (n=355)

Answer Options	%
More positive	26.8%
Somewhat positive	27.0%
No change either way	43.4%
Somewhat negative	2.3%
More negative	0.6%

Overwhelmingly, respondents supported these advertisements as useful reminders to regularly test. Thirty-nine per cent of respondents thought these advertisements were useful reminder to get

regularly tested. Thirty-six per cent of respondents thought they were somewhat useful reminders to get regularly tested. Only six per cent said they were somewhat not useful or not useful reminders. Eighteen per cent of respondents were more neutral in their response.

Table 18. Are these advertisements useful or not useful reminders to regularly get tested? (n=352)

Answer Options	%
Useful	39.5%
Somewhat useful	36.1%
Neither useful nor not useful	18.2%
Somewhat not useful	2.3%
Not useful	4.0%

7. AUDIENCE RECEPTIVENESS

To gauge the audience's receptiveness to the advertisements they were asked how they compare to other HIV advertisements and their response to the design of the advertisements. Forty-six per cent of respondents thought the advertisements compared a lot better or a little better to other HIV advertisements they had seen. This is slightly more than for the Will You Get HIV Tonight? survey which had 39 per cent of respondents rating Will Get HIV Tonight? a lot better or a little better. Only 14 per cent thought Drama Downunder was a little worst or a lot worst compared to other HIV advertisements.

Table 19. Thinking about other HIV advertisements you may have seen, how do these advertisements compare? (n=338)

Answer Options	%
A lot better	19.5%
A little better	26.6%
About the same	39.3%
A little worse	10.1%
A lot worse	4.4%

Respondents were provided with a list of 16 words and asked to select those that best describe their response to the advertisements. There were an equal number of words with positive and negative connotations. The top five chosen words (in order were): eye-catching, funny, modern, clever and colourful. Eye-catching was chosen by 60 per cent of respondents. Compared to the evaluation of the Will You Get HIV Tonight? campaign there was a much more positive response to this campaign. Given the campaigns are quite different in their style and message, that perhaps should not be a surprise.

Silly was the most chosen 'negative' word. It was chosen by 28 per cent of respondents. However, it was not seen as negative by all those who chose the word. At least half of those who chose the word silly, also chose the word eye-catching. As one respondents commented "it is a good kind of silly".

Table 20. Which words best describe your response to these advertisements? (Tick as many as you wish) (n=340)

Answer Options	%
Silly	27.6%
Scary	2.1%
Ugly	2.6%
Cute	29.1%
Eye-catching	60.3%
Exciting	4.4%
Boring	4.7%
Funny	36.5%
Modern	34.1%
Nothing special	17.1%
Stale	5.6%
Cool	9.7%
Clever	31.5%
Bland	2.1%
Colourful	30.3%
Tacky	17.1%

There was a very positive response to these advertisements. Fifty-seven per cent of respondents love the advertisements or think they are good. Twenty seven per cent think they are ok. Sixteen per cent think they are not great or hate them. This compares very favourably to Will You Get HIV Tonight? which had 40 per cent who love them or think they are good and 31 per cent who think they are not great or hate them.

Table 21. Overall, what do you think of these advertisements? (n=335)

Answer Options	%
Love them	13.4%
Good	43.3%
Ok	26.9%
Not great	12.5%
Hate them	3.9%

Young people under 30 have a much more positive response to the advertisements than other demographic groups. HIV positive respondents embrace the campaign much less as only 44 per cent love them or think they are good. A much larger proportion of HIV positive respondents (36 per cent) said they were ok. This survey is unable to provide insight into why HIV positive respondents have a different response to the advertisements compared to other demographic groups.

Table 22. Response to advertisements by demographic

Answer Options	'Love them' or 'Good'
All	57%
HIV negative respondents	61%
HIV positive respondents	44%
Young respondents (under 30)	65%

8. ENGAGEMENT WITH SEXUAL HEALTH INFORMATION

8.1 Advertisement impact on seeking out sexual health information

One-in-five survey respondents has visited the Drama Downunder website. Of those who had visited the site, three-quarters reported that it provided them with useful or somewhat useful information.

Table 23. Have you ever visited the Drama Downunder website? (n=357)

Answer Options	%
Yes, I have visited the website	19.6%
No, I have not visited the website	75.6%
I do not recall	4.8%

Table 24. Did the website provide you with useful or not useful information? (n=68)

Answer Options	%
Useful	48.5%
Somewhat useful	29.4%
Neither useful nor not useful	8.8%
Somewhat not useful	1.5%
Not useful	1.5%
I don't recall	10.3%

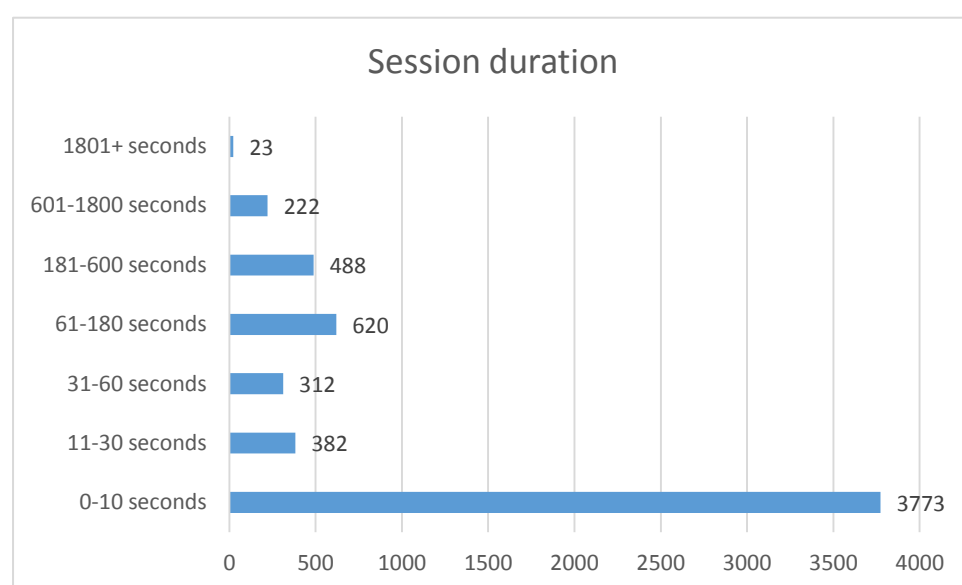
Reviewing website statistics from 1 December 2014 to May 21 2015, the Drama Downunder website had **4,853 Victorian visitors** and **5,820 Victorian sessions**. Eighteen per cent of visitors during this period had previously visited the site. The immediate impact of advertising on website visitors can be seen from in January 2015 when advertising commences.



Compared to Will You Get HIV Tonight? website, the Drama Downunder website receives significantly more Victorian traffic. There were 1,544 Victorian visitors to Will You Get HIV Tonight? website over a one year period compared to 5,820 Victorian visitors to Drama Downunder over a six month period.

8.2 Site engagement

Visitor engagement with the site is fairly brief (from 1 December 2014 to May 21 2015). On average a session is **1.30 minutes**. However, approximately only 36 per cent of sessions are 11 seconds or more. The site bounce rate (visitors who arrive at the website but leave without visiting any other pages) for Victorian visitors is 59 per cent. This is towards the higher end of bounce rates, but at the same time is by no means unusual. The bounce rate is 68 per cent for those using mobile devices (mobile visitors represent two-thirds of all visitors).



There were **16,094 pageviews** by Victorian visitors. The three most popular sections are the Introduction, Bugs, and Clinic sections. In the Bugs section; syphilis, chlamydia, and gonorrhoea received the highest pageviews.

The most popular landing page (the page that a visitor first arrives on) among Victorian visitors is, not surprisingly, the Introduction page (61 per cent). The Clinics page is the second most common landing page (18 per cent), followed by the Syphilis page (8 per cent); these visitors were mostly likely using a search engine to find information on sexual health clinics or syphilis.

The website 'Let Him Know' service (allowing visitors to inform their sexual partners if they may have been exposed to an STI) was used by **320 Victorian visitors** during this period. The 'Remind Me' service (that allows visitors to register for a regular sexual health check reminder) had 12 Victorian registrations during this period.

8.3 Improving visitor engagement

To improve visitor engagement with the site requires better tracking of traffic sources. This would then enable a better assessment of which promotion and advertising strategies are more effective at attracting engaged visitors and which are most cost-effective. Currently, Victorian traffic sources are not well tracked.

'Direct/None' accounts for 50 per cent of visitors and 'Google/Organic' accounts for 36 per cent. 'Google/Organic' is search engine traffic. Due to changes introduced by Google to protect visitor privacy, the key words used during the search are not provided for 93 per cent of these visitors. It makes an analysis of the impact of advertising on driving this traffic unfeasible. Visitors are described as 'Direct/None' if they type in the website address or click a bookmark. They are also added to this category if it can not be determined how they were referred to the website. Increasingly, there are a range of reasons why tracking traffic sources is more difficult. To help reduce the amount of traffic that can not be classified, campaign code tracking needs to be used with all online advertisements and promotions. Consideration should also be given to using Google AdWords to advertise the campaign to Google search traffic. This will may help expand the reach of the campaign and will allow for search phrases to be tracked and reported.

9. QUALITATIVE FEEDBACK

Survey respondents had two opportunities to provide comments on Drama Downunder. Firstly, right after they had answered questions about the design of the advertisements (see Section 7). Nineteen per cent of respondents chose to do so at that point. Secondly, the final question allowed them to share a final comment with us. Fourteen per cent chose to do so. In total, 109 comments were provided.

Overall, more negative written comments were received than positive. This is not a reflection of how all survey respondents felt. Survey respondents who were more critical of the campaign were much more likely to provide written comments. Almost half of all written comments came from the 16 per cent of survey respondents who did not like the campaign.

9.1 Negative comments

- Drama Downunder was seen as “tacky” or using “stereotypes”.

“I understand trying to make a serious issue reasonably humorous - but this ad is simply tacky and tasteless.”

“People are intelligent beings, treat them as such, and not stereotyping them into idiots and a laughing stock, bad visual, poor message”

“Stop advertising to stereotypes; it alienates the more mainstream gay man and further stigmatizes those individuals who are HIV positive.”

- Drama Downunder was seen as “stale” or has been “running for so long”, although even those who thought it might be getting stale often also provided positive comments.

“This campaign has been running for so long.”

“Been watching this campaign for a while now, might be getting a little stale, but the slogans are good fun, esp. Fishy.”

“I ticked “Stale” above, though am unsure whether I should have. They remain eye catching and useful, particularly as a prompt if you already are inclined to get regular tests. I used to see them super-frequently at queer spaces at universities so I personally gloss over them a little now. But I think they remain a useful campaign in less well-exposed areas.”

“Feels like this campaign has been running forever. Good that it gets refreshed but maybe it's getting a bit stale?”

- Dislike of the model because he was “not hot” or “weird looking” or alternatively because he has a “hot body” and so is “not representative” or is a “stereotype”.

“It's the whole naked man/gay thing again, but it probably appeals to the target audience maybe?”

“Maybe get a hot model to attract more eyes.”

“Male model not representative of wider population. I don't relate to him”

“Why that model?? So weird looking”

9.2 Positive comments

- Campaign was thought to be “eye catching”, “fun” and “engaging”.

“I have noticed these ads, they have made me laugh, which I think means they are eye catching. But I have always been someone who gets tests.”

“They're bold. They definitely stand out amongst a bland catalogue of advertising. I've noticed them so often which is more than I can say for the bulk of advertising out there.”

“I really like this campaign. It's fun and engaging. I look forward to seeing new ones.”

- VAC was congratulated on its “great work”

“Good work on all the campaigns, I have seen them and appreciate the work you are trying to do!!”

“Love VAC's work. You & Me baby!!”

“Keep up the good work; your organisation is just so important!”

9.3 Discussion

While some survey respondents made a comment that the campaign was getting “stale” (although even some of these respondents were more posing a question rather than making a definitive statement and they also often praised aspects of the advertisements), it is worth noting that when survey respondents chose words to describe their response to the campaign only six per cent of survey respondents chose the word “stale” (see Table 20). This survey also show that while the campaign may have been running for a long period of time, it is still very successful at engaging the attention of the audience as measured by recall.

The model used in the Drama Downunder advertisements provoked a mixed response in the written comments. Whether survey respondents find the model attractive or not, or representative of gay men or not, is mostly beside the point. It is more relevant to assess whether the advertisements work effectively to engage a broad cross section of the audience, cutting through the media clutter, and successfully communicate their message. Feedback from survey respondents indicates it achieves both these things.

10. CONCLUSION

This phase of the Drama Downunder campaign was effective at reaching the audience, engaging them, and persuading them of the importance of regular sexual health checks.

Key findings

- Drama Downunder achieved a good level of recall across all demographic groups.
- Drama Downunder is an eye-catching campaign that captures the attention of the audience.
- Young people (under 30) have a more positive response to the advertisements than other demographic groups, though it was very well received across all demographic groups.
- Drama Downunder effectively communicates its sexual health check message.
- Outdoor advertising is very effective at reaching the audience, particularly young people.
- Drama Downunder advertisements prompted significant sections of the audience to seek out more sexual health information.
- Drama Downunder advertisements continue to be useful reminders for the audience to regularly get tested.

Who did the advertisements reach?

There was a very high **58 per cent advertisement recall** of phase eight Drama Downunder advertisements among survey respondents. While **83 per cent recall either this phase or prior phases** of Drama Downunder. This is an extraordinarily high level of overall recall of the Drama Downunder campaign and is no doubt in part due to the long running nature of the campaign. However, this is at variation with the Burnet evaluation which found on their last survey only 50 per cent recall of any Drama Downunder advertisements.⁵

How effectively did the advertisements communicate their message?

Drama Downunder advertisements are very effective at communicating their key message. Over **86 per cent of respondents correctly identified the sexual health check message**. This is a significant variation compared to the Burnet evaluation which on their last survey found 41 per cent could correctly recall a campaign message (the approach and classification of answers are likely to be

⁵ Burnet Institute. Outcome evaluation of HIV prevention initiatives 2012-2013 in men who have sex with men in Victoria. Full report. February 2014.

different between their evaluation and this one).[§] When survey respondents were asked directly if they thought the advertisements communicated that having a sexual health check is easy, **72 per cent thought it very effectively or effectively communicates this message.**

What was the audience response to the advertisements?

Eye-catching, funny, modern, clever and **colourful** are the most frequently chosen words by respondents to describe their response to the advertisements. Fifty-seven per cent of respondents either love them or think the advertisements are good. Young respondents (under 30) are more enthusiastic as 65 per cent love them or think they are good.

What impact did the campaign have on health seeking behaviours?

A very high **20 per cent of survey respondents have visited the Drama Downunder website.** By contrast, the Burnet evaluation reported on their last survey that 11 per cent had visited the website in the past twelve months (the question on this survey asks if you have ever visited the website).^{**} During a six month period, **5,820** Victorians visited the website. This represents a 110 per cent increase compared to the same period the prior year. In addition, **320 visitors used the Let Him Know** website service to inform sexual partners that may have been exposed to an STI.

What impact did the campaign have on intentions and attitudes?

- 76 per cent of respondents said that these advertisements were useful or somewhat useful reminders to regularly get tested.
- 54 per cent of respondents indicated that it made them feel more positive or somewhat positive about sexual health checks.
- 39 per cent of respondents said that the advertisements made them more likely or somewhat more likely to have a sexual health check.

Next steps

This phase of Drama Downunder showed that the 'refresh' of the campaign was effective. The advertisements still engages the attention of the audience and had a positive impact on their intentions and attitudes, as well as prompts them to seek out further health information. As long as

^{**} Burnet Institute. Outcome evaluation of HIV prevention initiatives 2012-2013 in men who have sex with men in Victoria. Full report. February 2014.

such refreshes continue to occur, then the investment in the campaign will continue to be worthwhile.

Two areas that need further development in future phases is the website and online advertising strategies. The advertisements are effective at driving website traffic, however, further consideration should be given as to how to engage visitors once they have arrived at the site. In addition, the creative design of the website needs to be revamped to match the new design look of the advertisements. Online advertising strategies also need to be expanded to include social media advertising, particularly Facebook, and consideration should be given to using search engine advertisements such as Google AdWords. Social media advertising in particular is likely to have a positive impact on further increasing the reach of the campaign.