



**FRANK – Advertising Tracker Wave 6
Findings on the ‘Brain Warehouse’ cannabis campaign:
A summary**

25th June 2007

1. Methodology sample, timings

COI commissioned research company Synovate to carry out a quantitative study which utilised face-to-face in home multi-media PAPI technology to complete the interviews. This approach involved a handheld DVD player and standard pen and paper questionnaire which enabled them to show creative executions in full. Due to the sensitive nature of some of the questions covered, revolving around cultural norms and drug usage, self completion has been used as part of the main questionnaire.

The field work period was 21st February to 25th March 2007 during which 1697 interviews were conducted, of which 1226 were among 11-24 year olds and 471 were among parents of 11-18 year olds.

2. Key findings

67% of Young People and 56% of Parents have seen the 'Brain warehouse' TV advertising, clearly driving mental health risk associations. The 'Brain Warehouse' campaign has been effective in conveying its key 'damage your mind' message across all the target groups (spontaneous take-out of 'affects your brain' message is 54% and 'messes with your mind' – 34%). This evidence shows that the harder messages of FRANK are getting through to young people reinforcing a very powerful visual link between the brain and cannabis.

The 'Trip of a Lifetime' (cannabis radio advert) proves to have a high recognition among cannabis users and vulnerable young people (22% of 11-18 yr olds vs 33% of vulnerable young people and 37% of young people with experience of cannabis).

Young People's understanding of the risks of drugs continues to grow. The harder messages are getting through, particularly the physical effects of cannabis ('damage your mind' 57% very likely score at wave 6 vs. 45% at wave 5 and 'damage to your body' 48% very likely score at wave 6 vs. 40% at wave 5). This is linked to the powerful connection between the brain and cannabis that 'Brain Warehouse' has successfully created along with online activity. Subsequently there has been a strong 'damage your mind' message cut through for not only cannabis, but also ecstasy (63% very likely score at wave 6 vs. 52% at wave 5) and cocaine (67% very likely score at wave 6 vs. 58% at wave 5).

Perceptions of risks of drugs vary by age. 11-14 year olds are likely to consider drugs riskier than those 15+ year olds, which results from the likelihood of their exposure to drugs from their peers. General image statements of drug users e.g. popular, fun, trustworthy, stupid have remained stable over time and little progress has been made on these since wave 5. At Wave 6, 76% of young people have a negative perception of a cannabis user. There is a potential opportunity to improve the measurement of FRANK's ability to challenge aspirational images of drug users by designing image statements, which more closely reflect campaign messages.

Learning from the research is already informing creative development of new advertising aimed at those 16 to 21 year olds who may be contemplating using cocaine. This will undermine the perceived glamorous image of cocaine and those who use the drug.