

AN EVALUATION OF  
BEETLEBOARDS  
AS AN ADVERTISING MEDIUM  
FOR TRAMPS CIGARETTES



This survey was conducted in San Diego on Saturday, June 7, 1975, by four interviewers, two from Post-Keyes-Gardner, Inc. and two from Beetleboards of America, Inc. The first location for interviewing was a shopping center in the Pacific Beach area of San Diego; the second was a large shopping mall in the suburb of Lemon Grove; the third was a young people's bar in the Strand section of Pacific Beach; and the fourth location was in the vicinity of the San Diego Sports Arena, where one of the interviewers covered a pop record store and the other three canvassed a carnival on the Sports Arena grounds. A total of 82 questionnaires were completed among persons who appeared to be within the 18-34 age category and who stated, when approached, that they were cigarette smokers.

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Question # 8a

Only the 36 respondents who named Tramps in Question # 7 were asked to name the source of advertising for Tramps. They remembered the following sources on an unaided basis:

<u>Advertising Source</u>	<u># of Mentions</u>
Billboard	30
Car/volkswagen	14
In a store	9
Magazine	8
Television	4
Skywriting or sky banner	3
Newspaper	3
Bumper sticker	2
Cigarette lighter	1
T-shirts	1

Fourteen respondents, or 39% of the total 36 respondents, remembered without aid, seeing Tramps advertised on a car or a volkswagen.

This represents 17% of the total sample of 82 respondents who named both the brand as "seen advertising" and stated "Beetleboards" as a source on an unaided basis.

Question # 8b

YES	84.8%	39
NO	15.2%	7
TOTAL	100.0%	46

The forty-six respondents who did not name Tramps in Question # 7 were asked whether they remembered seeing or hearing advertising for the Tramps brand; 39 of these 46 respondents stated that they did recall advertising for Tramps; 7 respondents stated that they did not recall seeing or hearing any advertising for Tramps.

Together with the responses from Question # 8a, a total of 75 respondents, or 92% of the total sampling recalled advertising for Tramps.

The 39 respondents who, with brand aid, stated that they did recall advertising for Tramps, were asked to name the source of advertising they remembered, resulting in the following:

<u>Advertising Source</u>	<u># of Mentions</u>
Billboard	20
On a car/volkswagen	10
In a store	9

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(Question # 8b, cont.)

<u>Advertising Source</u>	<u># of Mentions</u>
Magazine	8
Newspaper	4
Skywriting or sky banner	4
Iron-ons	1
From a friend	1
Didn't know	1

10 respondents or 22% of the 46 respondents questioned stated (without aid) that they recalled seeing Tramps advertising on a car or a volkswagen. Therefore:

	<u>% of Total</u>	<u>#</u>
Unaided Beetleboard Source of Advertising	17.1	14
Brand Aided Beetleboard Source of Advertising	<u>12.2</u>	<u>10</u>
TOTAL:	29.3%	24

With the addition of brand aid, a total of 29% of the total sampling now stated that they recalled seeing Tramps advertising on a car or Volkswagen, up from 17% in Question # 8a.

Question # 9

All respondents were asked if they had seen Tramps advertising on Volkswagens. With this aid, 45 respondents, or 55% of the total, stated that they had seen the Tramps Beetleboards. 37 respondents, or 45% of the total sampling, stated that they had not, outlined as follows:

	<u>% of Total</u>	<u>#</u>
Unaided Beetleboard Source of Advertising	17.1	14
Brand Aided Beetleboard Source of Advertising	12.2	10
Brand and "Ad on Volkswagen" Aided	<u>25.6</u>	<u>21</u>
TOTAL:	54.9%	45

The respondents were then shown a picture of the Tramps Beetleboard and asked if they had ever seen the car pictured in the photo. With this aid, seven of the respondents who had not recalled seeing Tramps advertising on Volkswagens did remember seeing the Tramps Beetleboard. Thus, a total of 63% of the total sampling recalled seeing Tramps advertised on a Volkswagen, given brand, source and visual aids.

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(Question # 9, cont.)

When asked their opinion of this kind of advertising, the respondents gave the following responses:

	<u># of Mentions</u>
<u>Positive</u>	
Kinky; fits the Tramps image	1
Better than billboards	1
Best advertising I've seen	1
Gets the advertising around/it finds you	2
People remember	1
Pretty effective/effective	3
Catches your eye/can't help but see it	7
Like it/really like it	4
Neat	5
Good/good advertising	5
Far out	2
Good idea	7
Great	2
Aware	1
Different/unique	2
Love it	1
Should work	1
Attention getter	2
Should be on all cars	1
Fine	1
Has taste	1
Cute/kinda cute	5
Pleasing to look at/looks good	3
Like the designs	1
Attractive/nice/nice looking	6
Neat because I like VW's	1
<u>Neutral</u>	
No opinion	7
Liked the Clairol car	1
Okay	3
Didn't know it was advertising	2
Doesn't bother me	3
All right	2
<u>Negative</u>	
No impact	1
Hate VW's	1
Ugly	1
Silly	1
Not as effective as outdoor	1
Doesn't get attention	1
Warning stickers are too obvious	1
Wouldn't drive one/wouldn't put it on my car	3

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Question # 10

The respondents were asked a few personal questions: The first question was not a question but an evaluation on the part of the interviewer as to whether the respondent was male or female. The results were as follows:

	<u>% of Total</u>	<u>#</u>
MALE	62.2	51
FEMALE	37.8	31

The respondents were asked if they were married. The results were as follows:

YES	39.0	32
NO	58.5	48
NO ANSWER	2.4	2

The respondents were asked to state their occupation, shown as follows:

White collar	29.3	24
Blue collar	26.8	22
Professional	12.2	10
Military	14.6	12
Housewife	3.7	3
Student	4.9	4
Unemployed	8.5	7
	<u>100.0%</u>	<u>82</u>

The respondents were asked to state their age. The breakdown is shown as follows:

<u>Age</u>	<u># of Mentions</u>		
17	2		
18	6		
19	5		
20	4		
21	2		
22	7		
23	3		
24	<u>10</u>	Total 17-24:	39
25	7		
26	7		
27	5		
28	3		
29	3		
30	<u>6</u>	Total 25-30:	31

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(Question # 10, cont.)

<u>Age</u>	<u># of Mentions</u>	
31	4	
32	2	
34	3	
35	1	
37	<u>2</u>	Total over 30: 12

Thus, 39 respondents or 47.6% of the total sampling were between the ages of 17 and 24; 31 respondents or 37.8% of the total were between the ages of 25 and 34; and, 12 respondents or 14.6% of the total sampling were between the ages of 31 and 37.

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