





EITI ALBANIA
Old TVC testing activity
February 28th, 2017

Testing the old TVC activity

Report

Period:

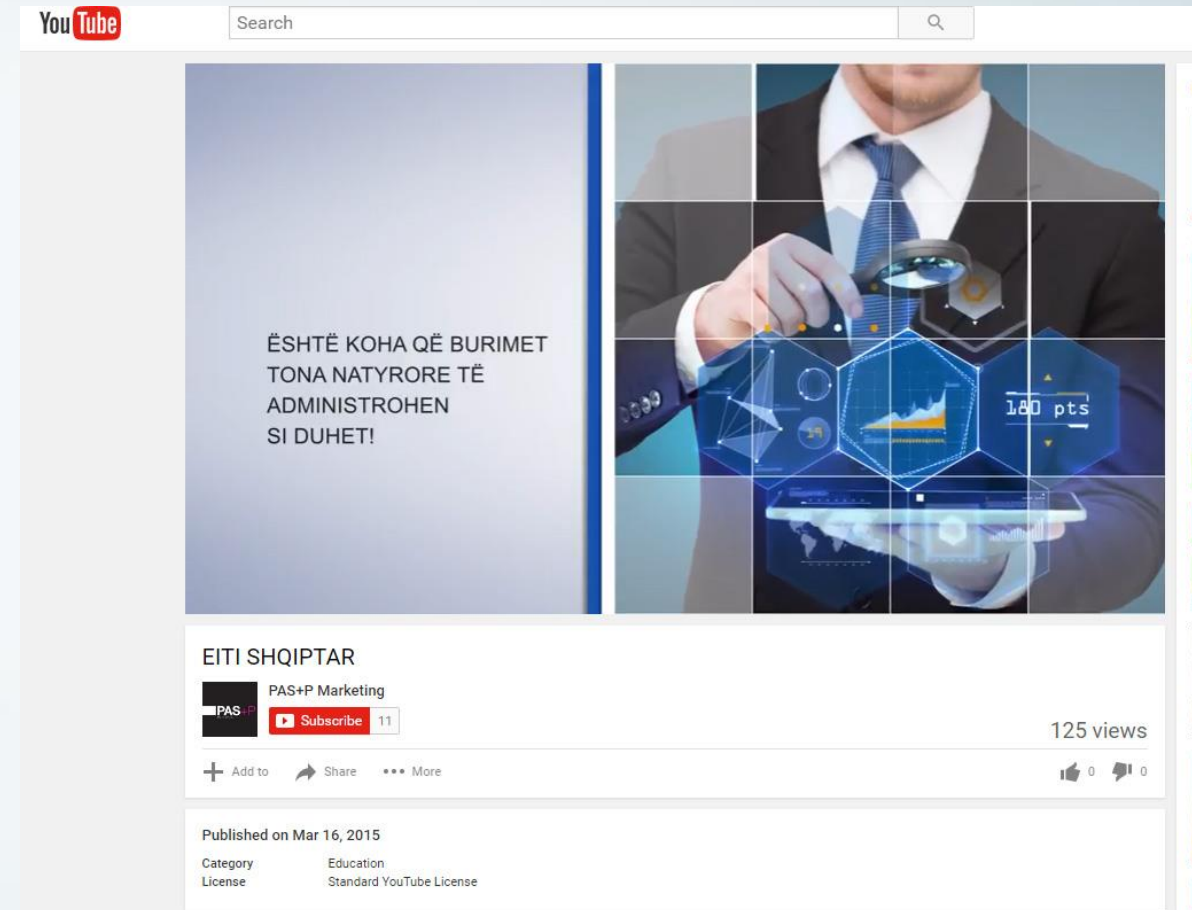
08.02.2017-15.02.2017

Purpose:

"In 2015, EITI produced a TVC of 45 sec, which was aired on several national and local television channels (in the cities with extractive industries). This TVC contained too much information for an uninterested audience, it was quick, not wanting to be longer than 45 seconds, because this would have had high costs effect. This TVC was aired during a very short time, with a mediaplan that could not reach a high visibility. Also, its containg comparing with a daily consuming product/service is less attractive to impress and also more difficult to perceive and understand. Another disadvantage of this TVC was also the absence of a Voice Over that would emphasize and strengthen the content. It was produced containing only music and graphics." Cit: Final Strategy of Communication, EITI 2016-2017

By testing the old TVC, our purpose was to test the public perception on the old video, its reach and also information impact that it had during its airing time.

Results of this testing activity will help us to on the creation and concept of the new TVC for EITI Albania.



Old TV Spot

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Target group:

Was selected a champion of 50 people in a casual way in the cities: Tiranë, Korçë, Berat, Kuçovë, Fier, Marinzë, Patos, Bulqizë, Kukës.

Mechanism:

The interviewer was equipped with an iPad through which he approached different people showing them the video of the old TVC. After showing the video he asked people on the following questions.

Questions:

Despite the questions mentioned in the Strategy of Communication, we added also a very relevant question in order to test the outreach of the old TVC.

1. Have you ever seen this TVC before?
2. What is this TVC about?
3. What does EITI Albania do?
4. What should we do with the incomes from the extractive industries?

If contacted people would answer wrongly, the interviewer would show them the TVC again asking them to summarize with few words what they say and understood.

Data _____
Qyteti _____

Prezantimi: Përhëndetje, unë jam _____ punoj për Source One dhe po bëj një anketim në emër të EITI, Sekretariatit për Transparencë në Industrinë Nxjerrëse në Shqipëri.

I anketuari:

Emër / Mbiemër: _____
Moshë _____
Nr. Telefoni _____

Pyetja Nr. 1 A e keni parë më parë këtë spot?

Pyetja Nr. 2 Për çfarë flet ky spot?

Pyetja Nr. 3 Çfarë bën EITI Albania?

Pyetja Nr. 4 Çfarë duhet të bëjmë me të ardhurat nga burimet natyrore?

Nëse përgjigjet më lart janë te gabuara, e tregojmë spotin edhe një herë.
Pëmbledhje e komenteve pasi e ka parë spotin për herë të dytë.

Questionnaire

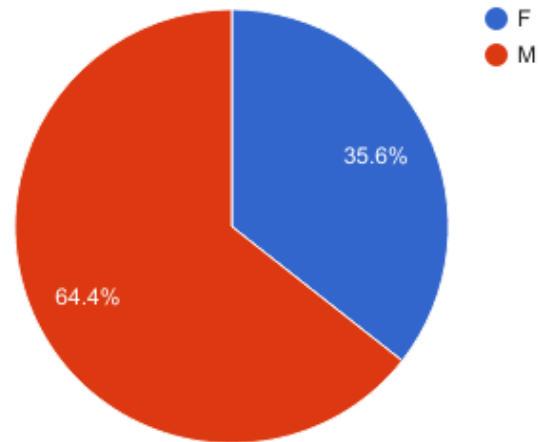


Poll Results

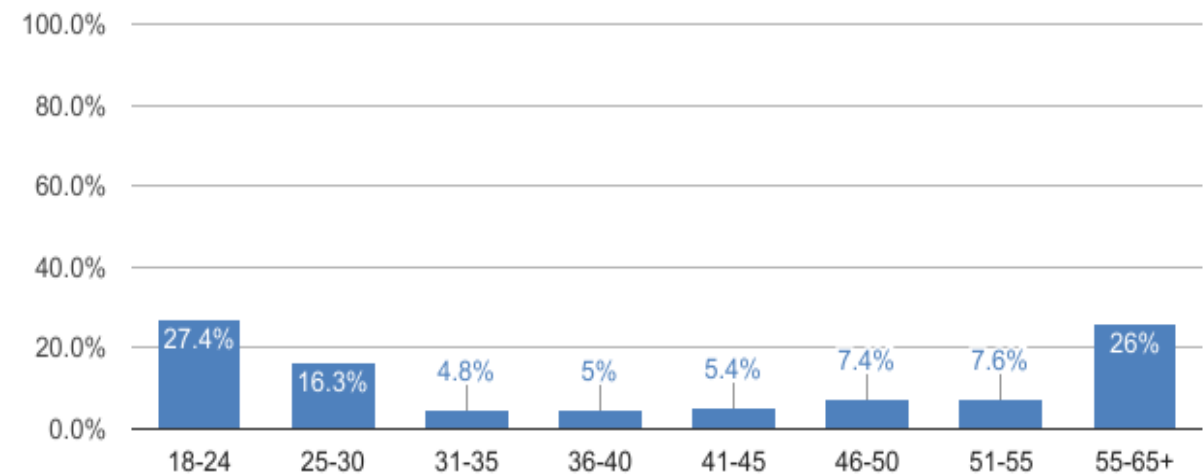
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Demographic data

Gender

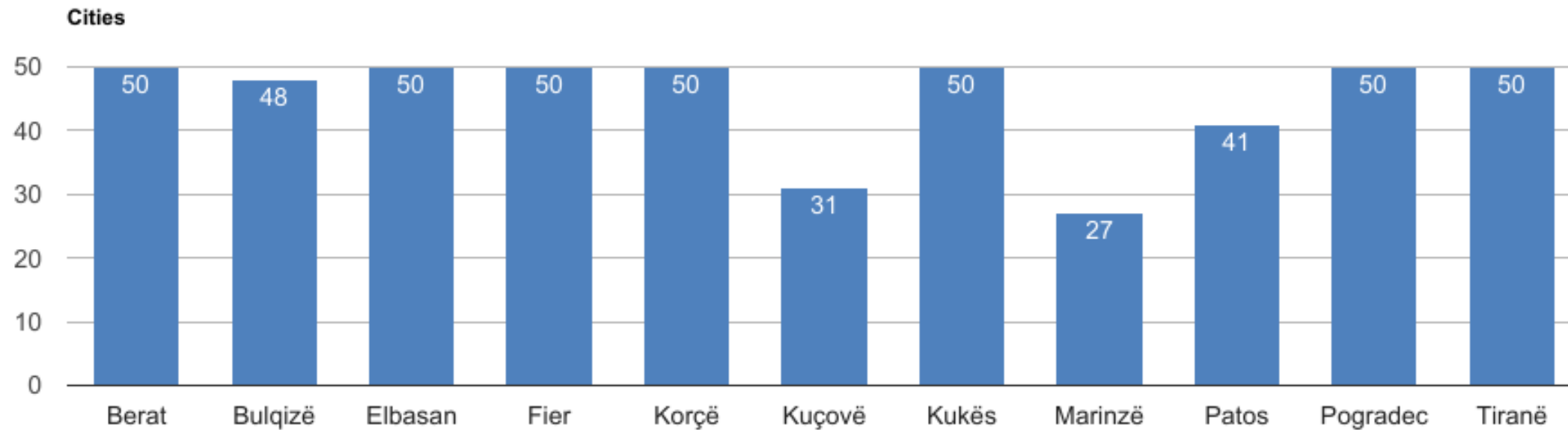


Age Group



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Demographic data

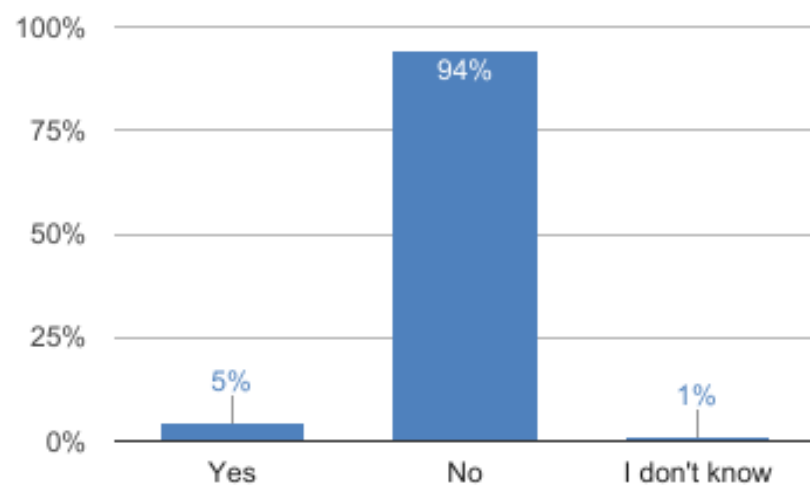


Note: We could not interview in all cities 50 people as per the target, because of the human density of some of the cities.

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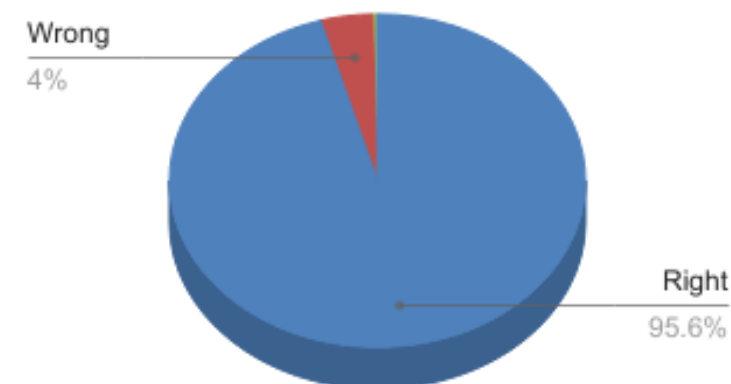
Data analyses

1. Have you seen this TVC before?



The highest percentage of people who have seen the TVC before are in Tiranë and Korçë.

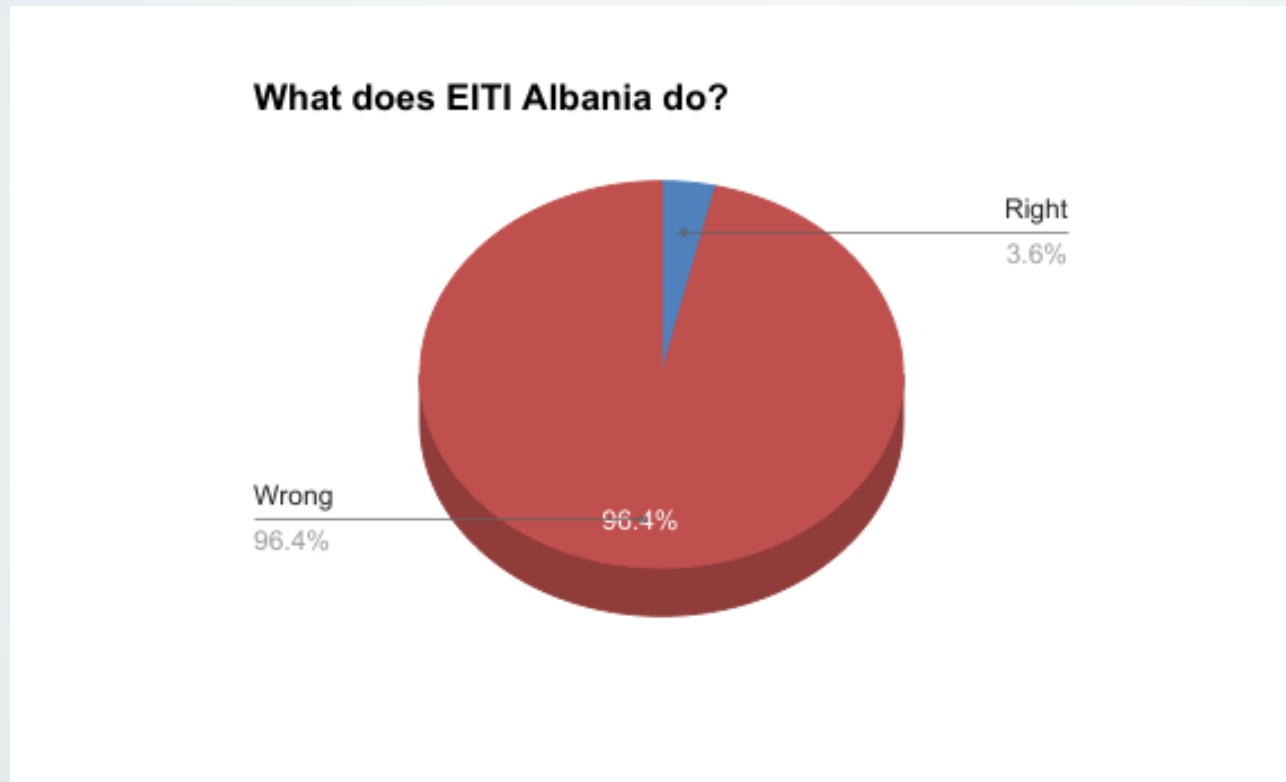
2. What is this TVC about?



The majority of respondents have understood in general terms the spot.

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Data analyses



Although the majority of respondents have understood the spot, they have failed to grasp the EITI institution and its mission.

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Question Nr. 4

What should we do with the incomes from the extractive industries?

This question's results helped us make a deeper analyses reaching conclusions on what people really want. What is important to us and how the public money should be spent. They are aware that the extractive industries need to influence in the standard of living and told us what is more important.

How would they want revenues to be spent?

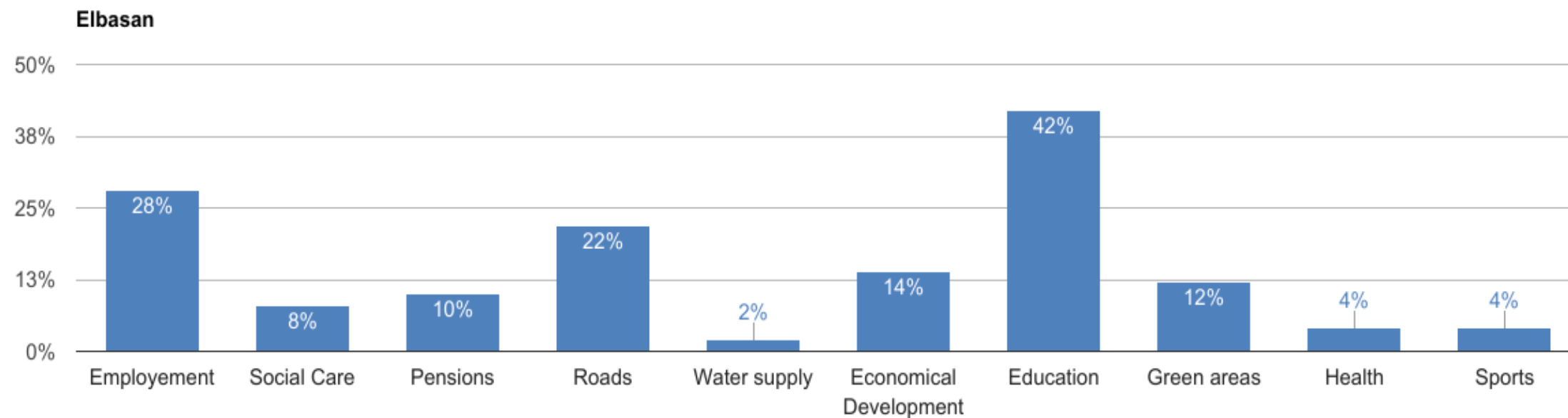
Many of them mentions transparency and not exporting abroad this wealth and its revenues.

Furthermore, find in the following slides the results of Question Nr. 4

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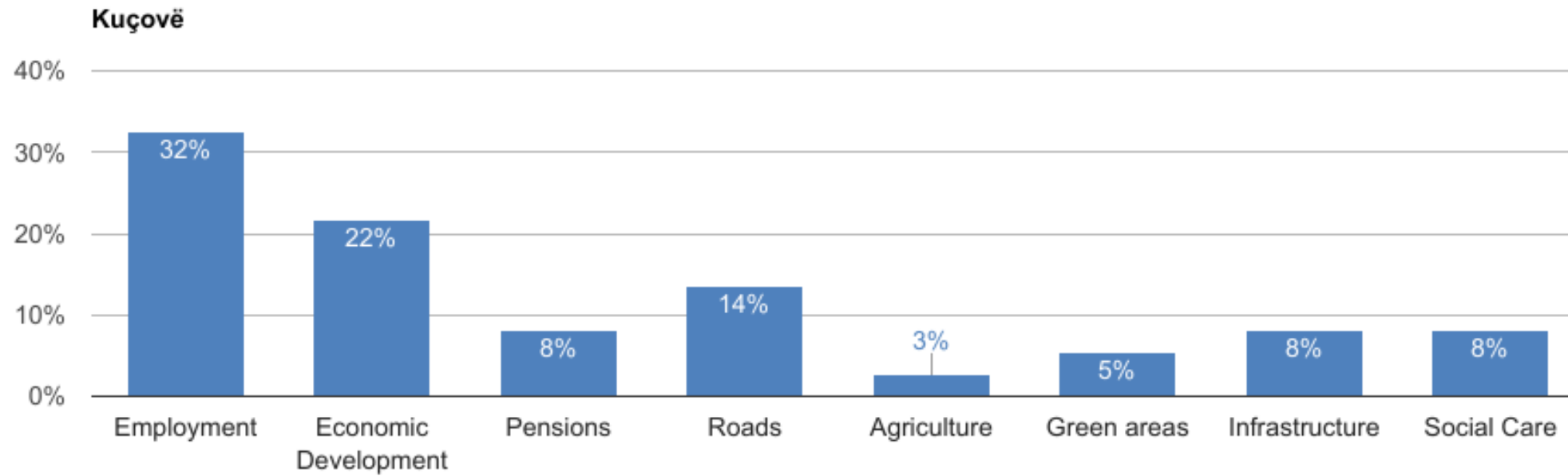
Testing the old TVC activity

Question Nr. 4



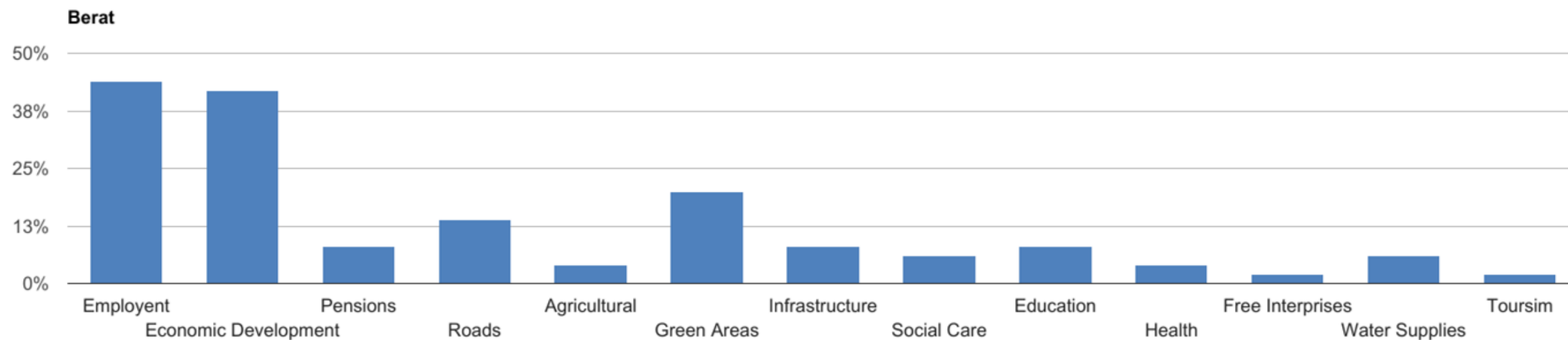
Testing the old TVC activity

Question Nr. 4



Testing the old TVC activity

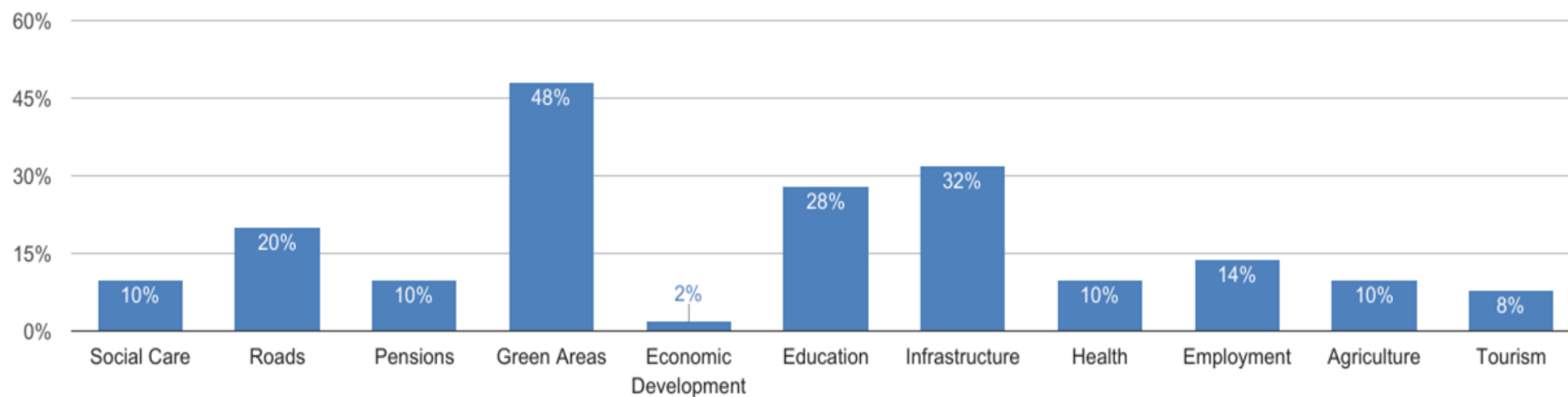
Question Nr. 4



Testing the old TVC activity

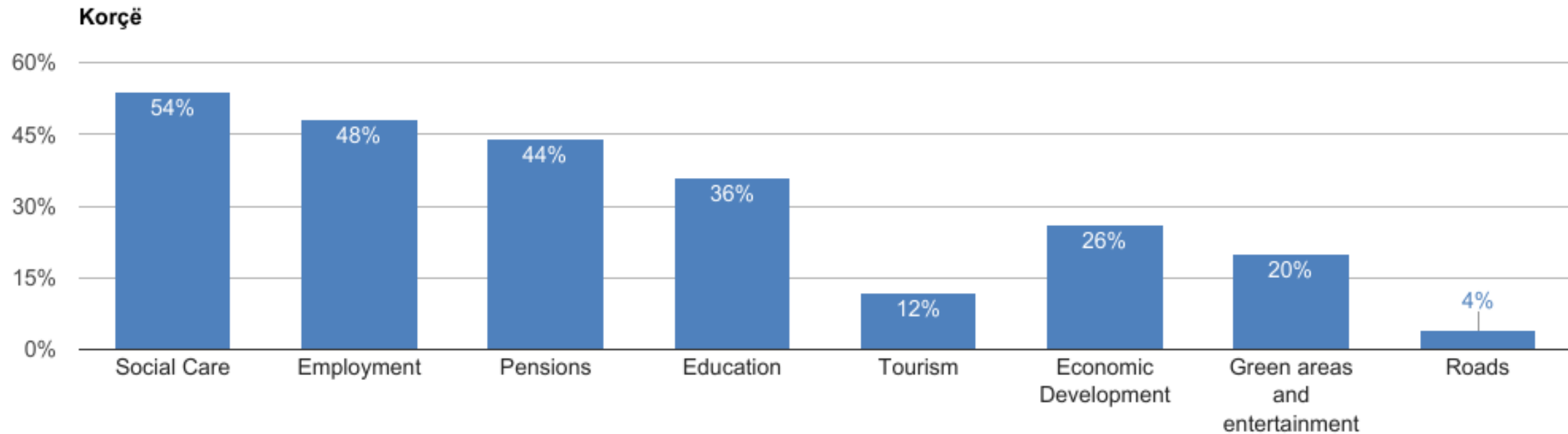
Question Nr. 4

Pogradec



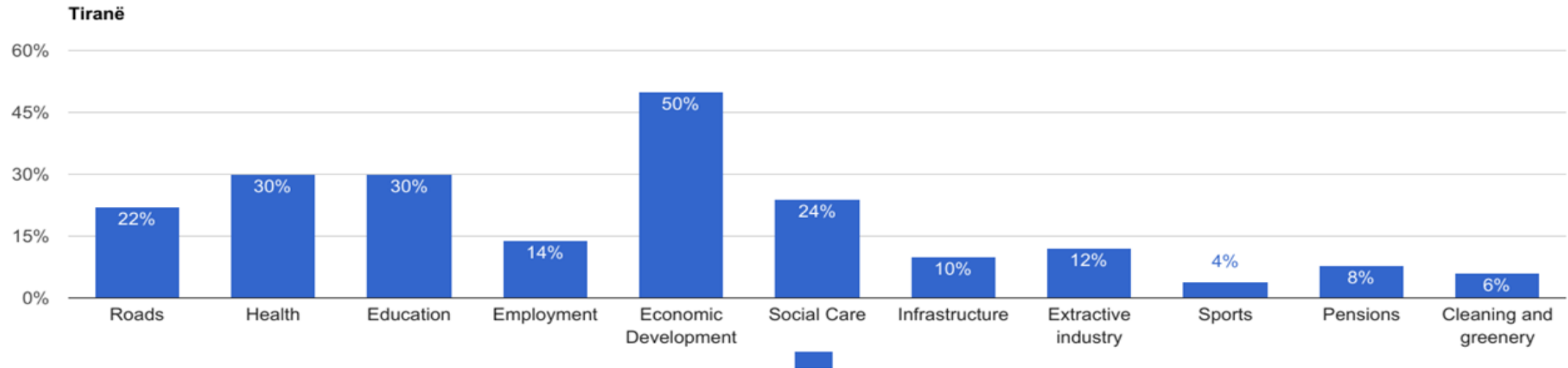
Testing the old TVC activity

Question Nr. 4



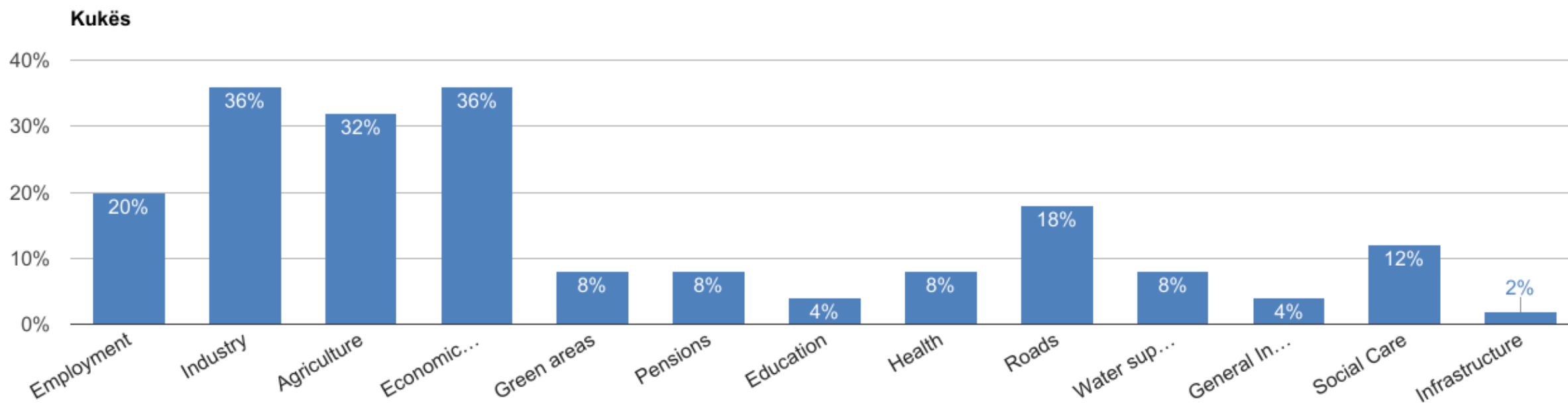
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Question Nr. 4



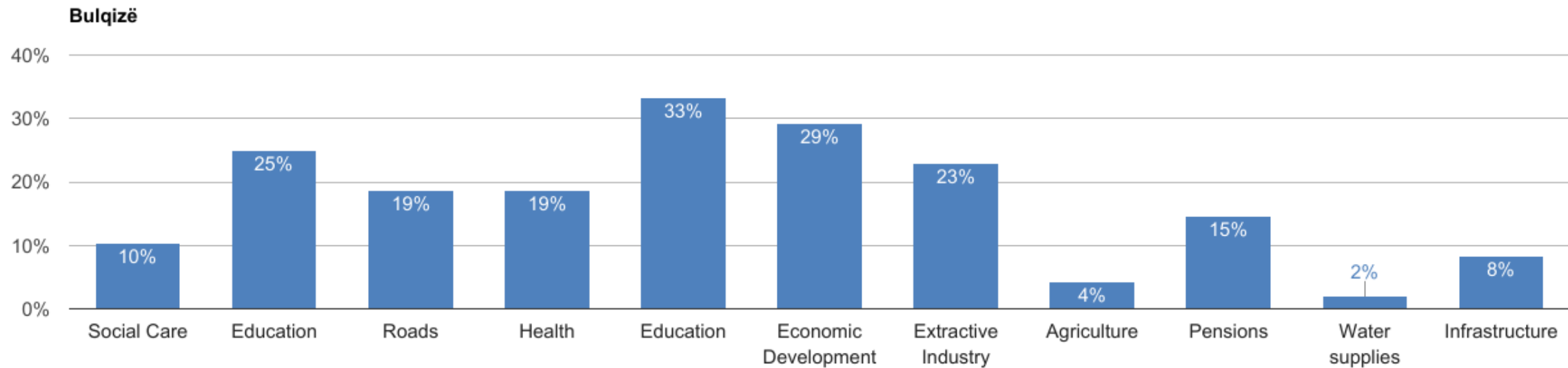
Testing the old TVC activity

Question Nr. 4



Testing the old TVC activity

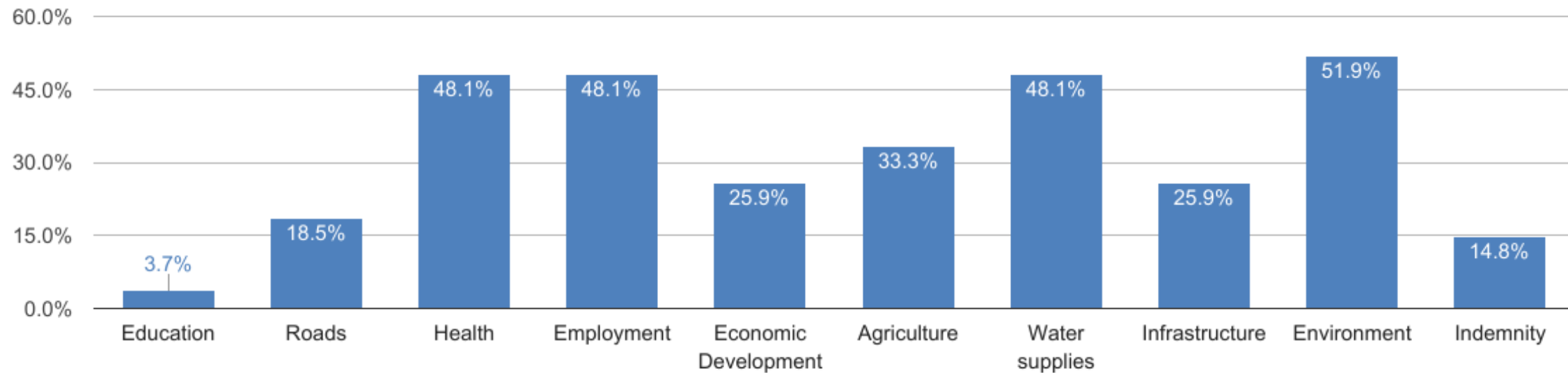
Question Nr. 4



Testing the old TVC activity

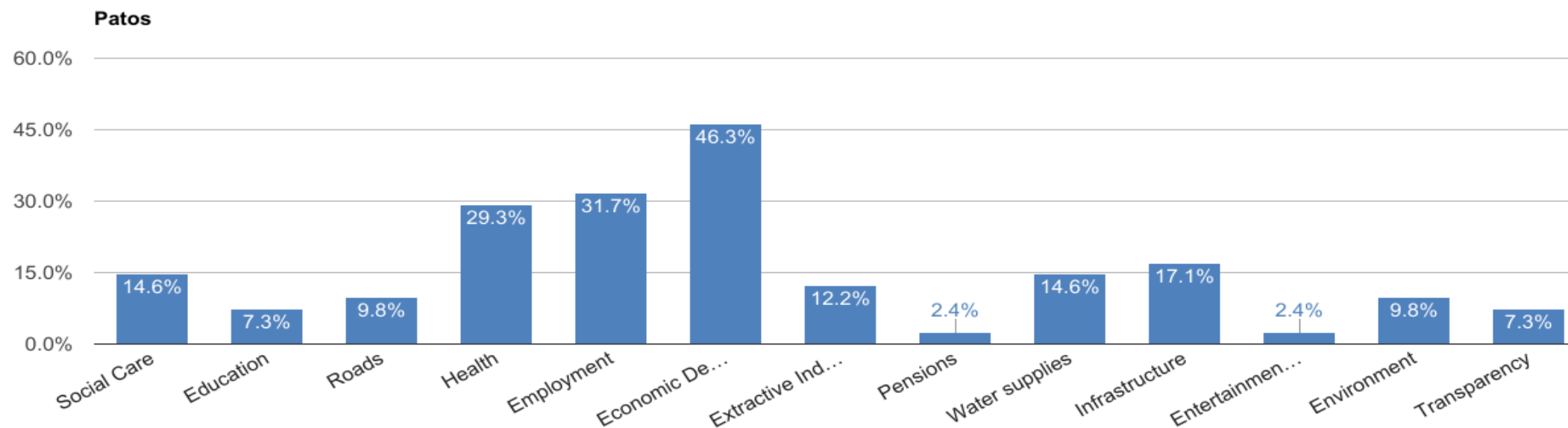
Question Nr. 4

Marinzë



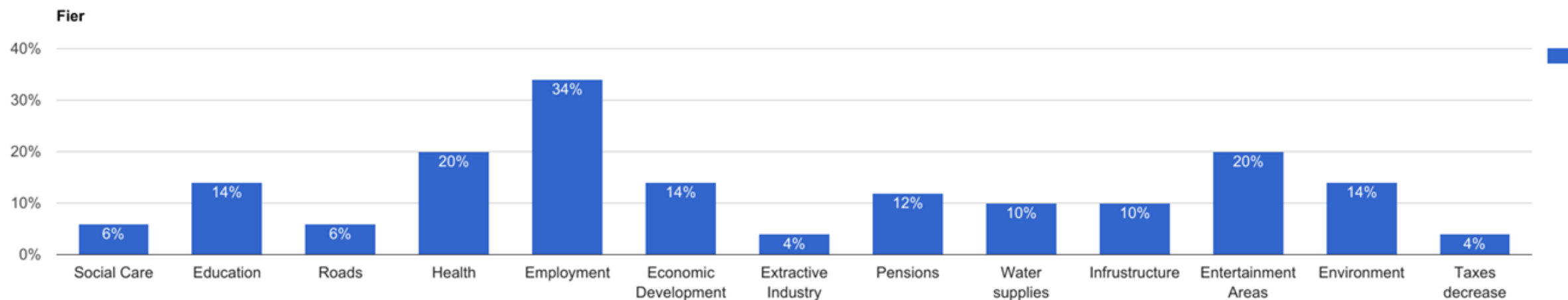
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Question Nr. 4



Testing the old TVC activity

Question Nr. 4



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Conclusions

During this poll, approaching people was noticed their enthusiasm to express their opinion and showing their interest in the topic.

The TVC resulted to have had a very low reach, but during the poll was observed that the contacts were able to understand the video's message but were not able to reproduce EITI's mission.

Through the fourth question we are able to understand what are the main needs of the citizens understanding how they want revenues from extractive industries to be invested.

Using these information Source One will make a draft for the new TVC for EITI Albania.

The new TVC will be worked in 2D graphics and will be dynamic through animations.

The new TVC will be focused on EITI's identity

EITI's logo will be also animated so people will remind it better and we will focus on EITI's mission concluding again with the animated logo. In this way we will impact viewer's unconscious visual memory and enforce the messages by using Voice Over over the whole video.

The TVC will be focused also on whole the necessary data to emphasize EITI's mission.

It is very important that the TVC has a structure and continuance. To meet this, Source One will make a storyboard and script which will be adapted to the client's needs according to its Communication Strategy.



Thank You