Factsheet
Love Life – advertising impact study

In August 2014, Clear Channel commissioned GfK to conduct a survey on the impact of poster advertising. The object of the study was the Swiss Federal Office of Public Health’s «Love Life» campaign. Clear Channel Switzerland displayed the nationwide campaign at top-quality poster sites and elsewhere for a total of four weeks, with the advertising pressure concentrated in the first two weeks. The poster campaign was accompanied by print advertising.
80% recalled having seen the campaign. Even without the Love Life logo, the campaign was recognized by three-quarters of the respondents. Of all respondents who registered the advertising, 71% saw it on a poster.

Two-thirds of the respondents agreed with the statement: «The campaign message is clear.» Acceptance of the campaign in the public sphere is also very high at 81%.

The fact that the campaign addressed people of every sexual orientation was approved of by 67%, despite public criticism.
81% thought such campaigns are necessary in the public sphere.

In response to the question: «How much did you like the campaign?», only 18% of the respondents said they did not like it – «Don’t like it (at all)». Young people under 29 and men had a positive opinion of the campaign.
8% visited the lovelife.ch website.

Which medium prompted you to visit the lovelife.ch website?

The study showed that posters are the best way of guiding people to the website.

At the start of the campaign in week 31, there was a sharp rise in KPIs. After the first week, the campaign goals showed the following increase in index points: «Signed manifesto», up 41; «Visited website», up 35; «Ordered ring» up 178. The steadily rising trend continued right up to the end of the campaign.