

# Seasider Safe Marketing Survey Analysis and Data Report

*Seasider Safe Marketing Team*



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# Rebranding Purposes

## Primary Goal

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*To identify campus awareness of Seaside Safe Program and to improve BYU-Hawaii's presence within the program.*

## Secondary Goal

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*Utilize marketing initiatives to spread precaution of COVID-19 among the campus community to help BYU-Hawaii students and employees return to school and work safely.*

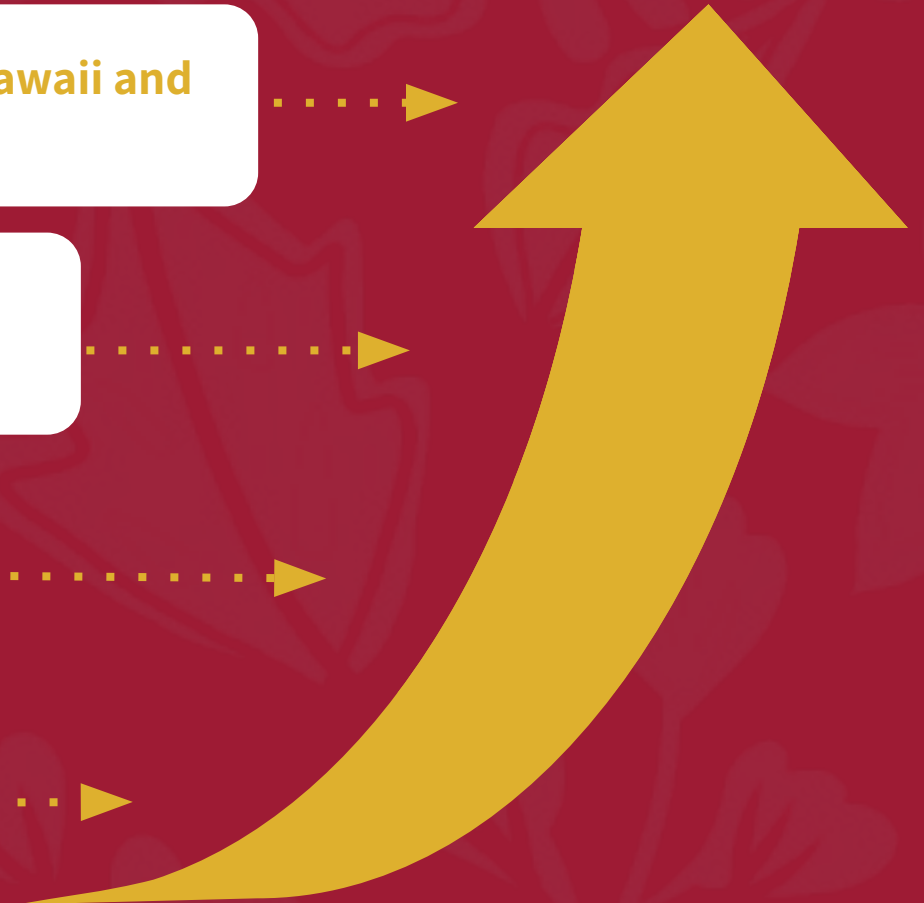
# Marketing Survey Objectives

Close the gap between BYU-Hawaii and Nomi Health.

Highlight the importance of the Seaside Safe Program and its role in returning our community back to campus.

Understand the current marketing position of Seaside Safe to evaluate our strengths, weaknesses, and opportunities.

Increase testing awareness and spread precaution around campus.



# Survey Methodology



Both our pre- and post-marketing surveys were conducted for four consecutive days. Survey participants consisted of BYU–Hawaii students, faculty members, and staff.



We used a Systematic Sampling Method for our surveying process. We selected every fifth Covid-19 test taker to participate in our survey. This helped us avoid sampling bias.

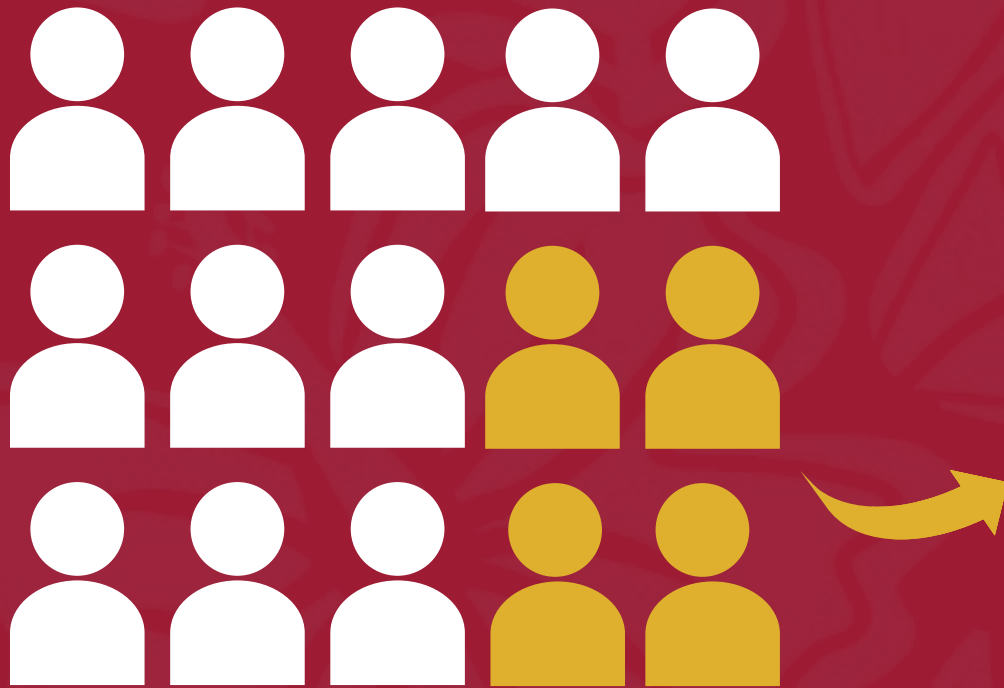


We used Qualtrics, a web-based survey application which enabled us to standardize the survey questionnaires and the survey results.

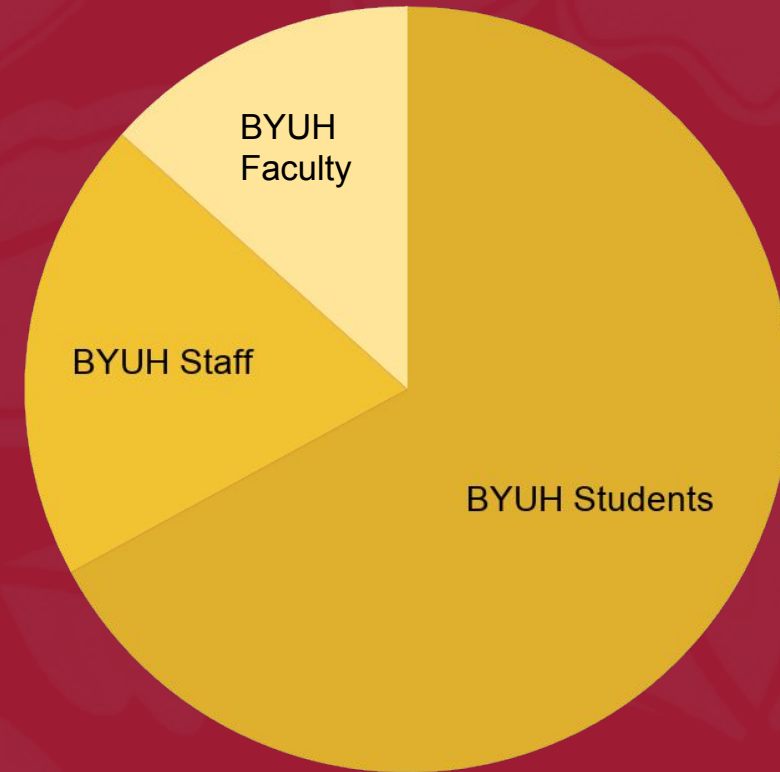


# Population Proportion

- Because we used the systematic sampling method by selecting every fifth person for our marketing survey, our data is correctly reflecting the entire population of people that regularly get tested at the Seaside Safe Covid-19 testing center.

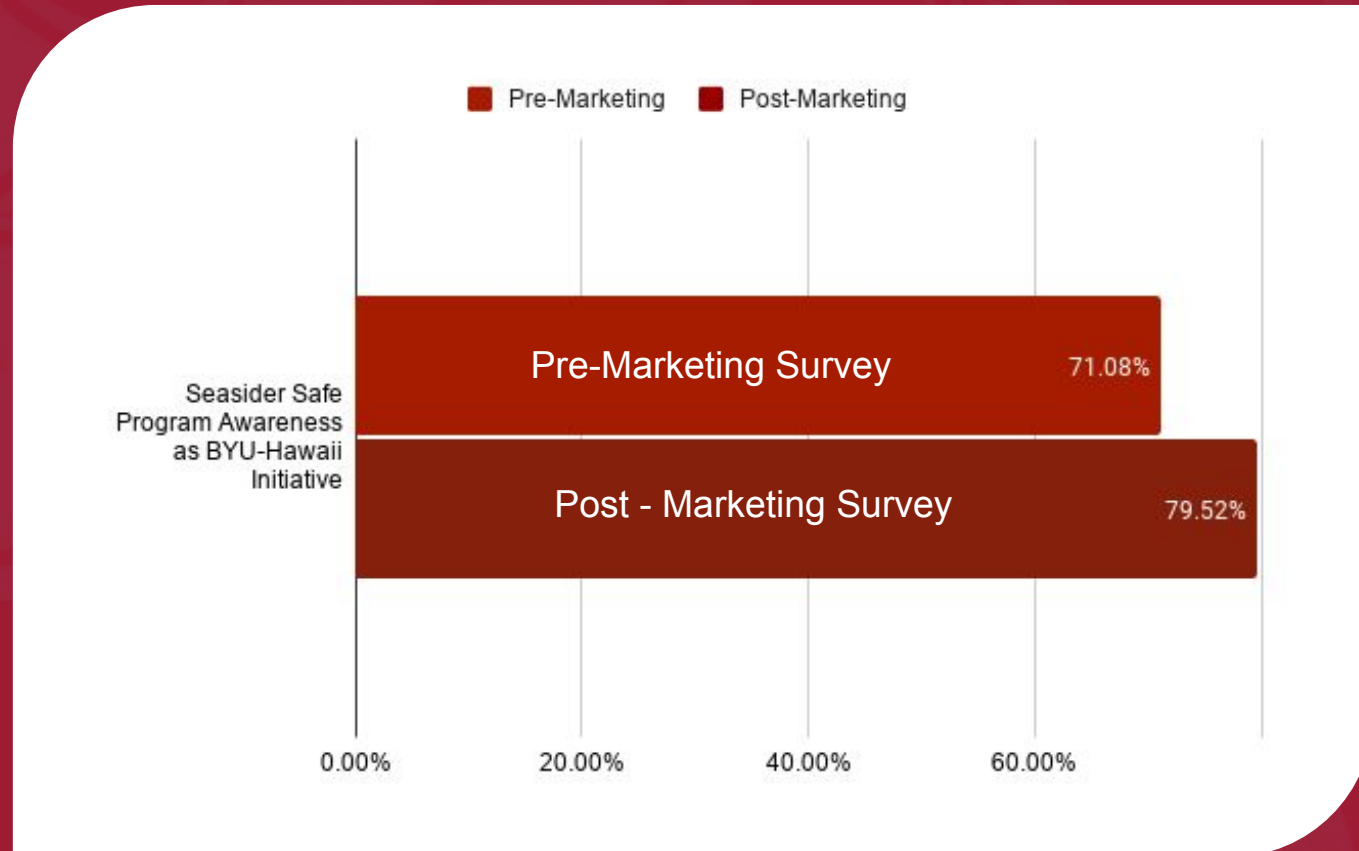


● BYUH Students ● BYUH Staff ● BYUH Faculty



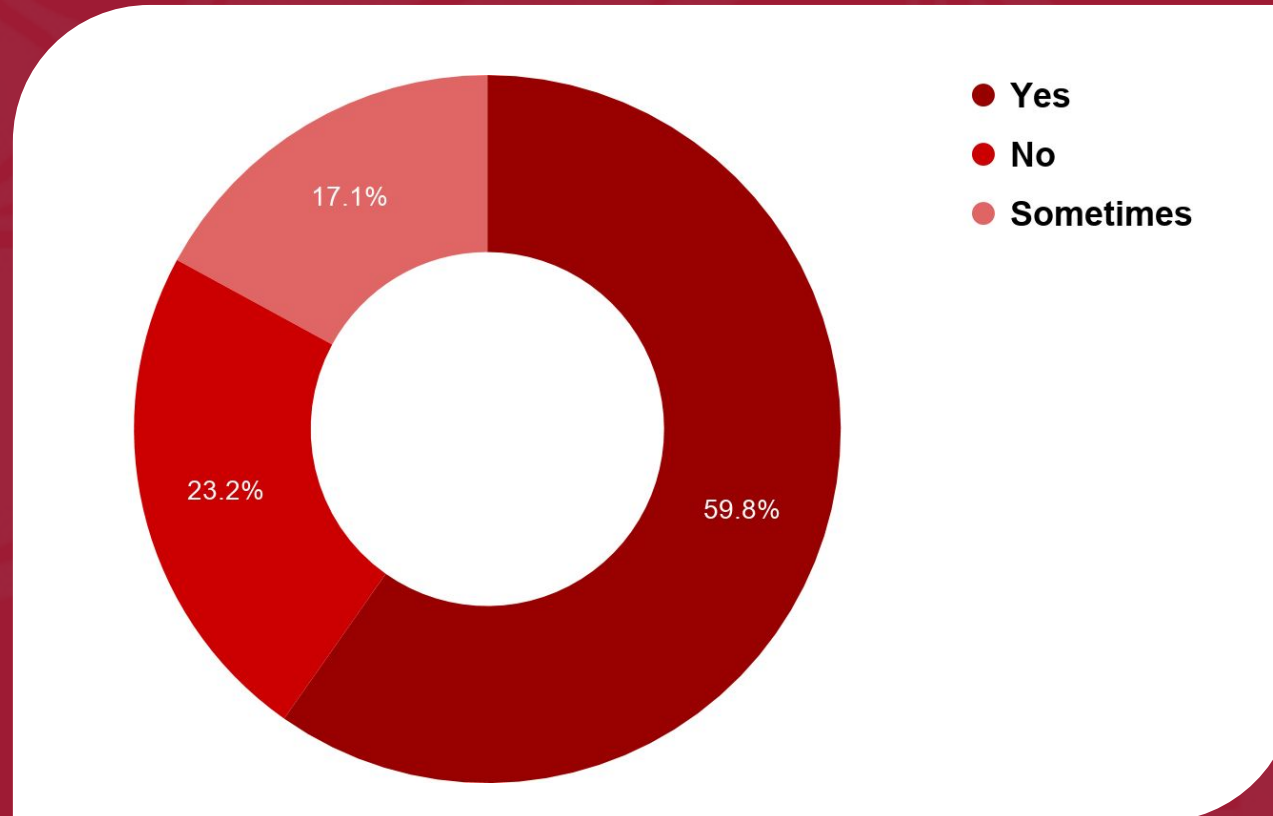
# Seasider Safe Program Awareness

- We asked our survey participants this question in our post-marketing survey: “Do you know who is requiring weekly testing?” Comparing the pre-marketing survey to post-marketing survey, there was an 8.44% increase in audience awareness that the Seasider Safe Program is a Brigham Young University–Hawaii safety initiative.



# Signage Awareness

- From both pre- and post- survey data we can conclude that on average 59.8% of survey participants initially read the signage (posters, banners, floor signs, etc.) when they went to the testing center.
- This data supports the idea that signage is an effective way to relay information to the testing center's patients.





# Location of Signage

- Through data analysis, we can conclude that the signs most noticed are located at the testing center's entrance, at the front door of the building, and on the floor.
- This data gives us insight on where we should place promotional signage and important content in the future.



# Content of Signage

- We asked our survey participants if they could remember what any of the signs specifically said at the testing site. Our data shows that the messages that were most remembered or recalled were, “Six Feet Apart”, “Social Distance”, and “Please Wear a Mask”.
- This information suggests that people best recall signage that reflects preconditioned Covid-19 safety guidelines.
- We can also conclude that oversaturation of signage leads to people not reading signs. It is better to have fewer signs with important information on them, rather than lots of signs with general information on them.



**Social  
Distance**



**Wear a  
mask**

# Analysis and Conclusion

- For both pre- and post-marketing surveys, most participants were students. This reflects the campus audience appropriately as students are the largest population we test.
- Most people answered that they initially looked at the signs in the testing center. Although people looked at the signs, the results are inconclusive to whether people truly remembered what the signs said or if they could only recall signage that reflected preconditioned Covid-19 safety guidelines.
- During post-marketing survey, more people recognized BYU-Hawaii is requiring weekly Covid-19 testing relative to pre-marketing survey.
- Most noticed signs/posters are located by the entrance to the testing site, front door, check-in desk and on the floor.
- Most noticed signs say: Keep 6 feet distance, wear a mask, guided testing steps on the table, ID required, check-in here.
- Based on the survey results, we can see the slight improvement on customer awareness and most importantly we successfully closed the gap between BYU-Hawaii and Nomi Health.