



CoP-PRA

## **Measuring the effectiveness of MTR advertising 2021**

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### **Duration**

3-4 weeks

### **Student learning outcomes**

Altogether 37 students worked on this assignment in six groups in November 2021.

The findings were presented here.

### **Assignment brief**

MTR advertising is a major Out-of-Home (OOH) advertising opportunity for advertisers. The daily passenger journeys of the MTR lines were recorded to be 3.4 million, which was the most often used transportation in Hong Kong (Census and Statistics Department, 2021; JCDecaux Transport, 2021). The amount of expenditure on MTR advertising reached HK\$ 344 million (Yuen, 2021). Despite the huge amount of advertising dollars spent on the medium, there are very few empirical studies measuring the effectiveness of MTR advertising.

Students taking the course “PRAD3046 Audience measurement and engagement” in the first semester of 2021/22 academic year at Hong Kong Baptist University conducted an empirical study based on previous research examining the effectiveness of MTR advertising in November 2021. They were divided into six groups. The instructor designed a master questionnaire for all the groups while each group designed three questions related to a specific theme, such as effectiveness of MTR ads with celebrity endorsement. Each group selected 10 to 12 MTR posters related to the theme and measured their advertising awareness. Each group collected 100 questionnaires from respondents aged 20 to 69 recruited using quota sampling based

on age and sex. Altogether 604 respondents answered an online questionnaire. Respondents were asked to answer questions about their attitude toward MTR ads as well as perceived functions of MTR ads, in addition to their awareness of selected advertisements.

Table 1 shows the awareness of the MTR ads by in descending order of the awareness based on the selected theme. The advertisements that had the highest awareness in these studies were the public service advertisement of “vaccination of the elderly” (awareness: 81 percent), “Uber taxi” (awareness: 79 percent), “Samsung Galaxy Z fold3” (awareness: 72 percent), “Green Burial” (awareness: 70 percent), “Josephine Bust & Slimming” (awareness: 68 percent), and “Return” (awareness: 53 percent).

**Table 1. Awareness of advertisements for each group**

- **Group 1 (N=95) Theme: Celebrity endorsement**



Awareness: 68%



Awareness: 65%



Awareness: 46%



Awareness: 40%



Awareness: 39%



Awareness: 38%



Awareness: 31%



Awareness: 25%



Awareness: 20%



Awareness: 17%

Awareness: 20%



Awareness: 13%

• Group 2 (N = 112) Theme: Interactive ads



Awareness: 79%



Awareness: 68%



Awareness: 65%



Awareness: 62%



Awareness: 60%



Awareness: 52%



Awareness: 43%



Awareness: 36%



Awareness: 35%



Awareness: 19%

• Group 3 (N = 100) Theme: Ads with seniors



Awareness: 81%



Awareness: 65%



Awareness: 64%



Awareness: 57%



Awareness: 48%



Awareness: 40%



Awareness: 38%



Awareness: 35%



Awareness: 32%



Awareness: 24%

• Group 4 (N = 102) Theme: Public service ads



Awareness: 70%



Awareness: 59%



Awareness: 58%



Awareness: 57%



Awareness: 55%



Awareness: 37%



Awareness: 37%



Awareness: 25%



Awareness: 20%



Awareness: 19%



Awareness: 11%

• Group 5 (N = 100) Theme: Personal care products



Awareness: 53%



Awareness: 45%



Awareness: 45%



Awareness: 43%



Awareness: 43%



Awareness: 42%



Awareness: 40%



Awareness: 28%



Awareness: 27%



Awareness: 22%



Awareness: 15%



Awareness: 14%

- Group 6 (N = 99) Theme: Ads of different size



Awareness: 72%



Awareness: 68%

Awareness: 66%



Awareness: 63%

Awareness: 43%



Awareness: 41%

Awareness: 41%



Awareness: 41%



Awareness: 39%



Awareness: 36%



Awareness: 32%



Awareness: 26%

The interactive MTR advertisement “Uber Taxi” was tested in four groups with awareness ranged from 57 to 79 percent. The high awareness can be attributed to its simple design and interactive feature.

In addition to the study of awareness of selective ads, all groups measured respondents’ general attitude toward MTR advertising. The results were summarized in Table 2 and Table 3.

**Table 2. Response to and attitudes toward MTR advertising (N=604)**

	Never 從不(%)	Rarely 甚 少(%)	Sometimes 間中 (%)	Often 經 常 (%)	Nearly every time 總是 (%)	Mean* 平均值
a. To what extent do you pay attention to MTR ads? 你會留意地鐵廣告嗎?	3.5	26.9	50.4	15.2	4.1	2.9
b. Have you used QR codes of the MTR ads for more information? 你曾經掃過地鐵廣告的二維碼來取得產品資訊嗎?	79.4	15.7	4.0	0.8	0.2	1.3
c. Have you purchased a product because of its MTR ads? 你曾否因為看到某一地鐵廣告而購買了產品?	46.1	39.9	11.9	1.6	0.5	1.7
<b>General attitudes toward MTR advertising</b>						
a. Overall speaking, MTR ads are 整體而言，地鐵廣告是	<b>Very bad</b> 非常壞 (%)	<b>Bad</b> 壞 (%)	<b>Neutral</b> 既 不壞亦不 好 (%)	<b>Good</b> 好 (%)	<b>Very good</b> 非常好 (%)	<b>Mean*</b> 平均值
	4.0	3.8	67.3	23.3	1.1	3.1
	<b>Mostly not credible</b> 絕對不可信 (%)	<b>Not credible</b> 不可信 (%)	<b>Neutral</b> 中立 (%)	<b>Credible</b> 可信 (%)	<b>Very credible</b> 絕對可信 (%)	<b>Mean*</b> 平均值
	3.5	7.9	75.1	13.0	0.5	3.0
	<b>Very dislikable</b> 非常討厭 (%)	<b>Dislikable</b> 討厭 (%)	<b>Neutral</b> 中 立 (%)	<b>Likable</b> 喜歡 (%)	<b>Very likable</b> 非常喜歡 (%)	<b>Mean</b> 平均值
	2.6%	6.1%	75.0%	15.2%	1.0%	3.0

**\*5-point scale**

**Table 3. Perceived functions of MTR advertising (N = 604)**

	<b>Mean</b>
<b>The agreement to the following items, from 1 strongly disagree to 5 strongly agree</b>	<b>平均值</b>
<b>對以下每條陳述的同意程度，1 為非常不同意，5 為非常同意</b>	
<b>Information function 資訊功能</b>	<b>2.9</b>
a. MTR ads helps me keep up-to-date about products and services. 地鐵廣告幫助我知道有什麼最新的產品。	3.4
b. MTR ads is a main source of information about products and services. 地鐵廣告是產品和服務資訊的主要來源。	2.6
c. MTR ads tells me which brands have the features I am looking for. 地鐵廣告使我知道哪個牌子的產品有我所需要的功能。	2.9
<b>Buying confidence function 購買信心功能</b>	<b>2.6</b>
d. MTR ads helps consumers buy the best brand for the price. 地鐵廣告有助消費者選擇最物有所值的牌子。	2.6
e. One can put more trust in brands seen in MTR ads than in those not in MTR ads. 有地鐵廣告宣傳的產品較值得消費者信賴。	2.7
f. The quality of the brands with MTR ads is more secured. 有地鐵廣告宣傳的產品質素更有保證。	2.6
<b>Entertainment function 娛樂功能</b>	<b>3.1</b>
g. MTR ads are visually stimulating. 地鐵廣告提供視覺刺激和享受。	3.2
h. I enjoy seeing MTR ads. 我欣賞地鐵廣告。	3.1
i. MTR ads are creative. 地鐵廣告很有創意。	3.0
<b>Others 其他</b>	
j. I enjoy seeing MTR ads that are interactive. 我欣賞那些可以和受眾互動的地鐵廣告。	3.4
k. I can often recall the brand name featured in the MTR ads. 我可以經常講出地鐵廣告的品牌名稱。	2.6
l. Video format MTR ads are more appealing than static ads. 視頻形式的地鐵廣告比平面廣告更具吸引力	3.5

Table 2 and 3 indicated that people appreciate the entertainment function of MTR advertising. They liked vivid format ads and ads with interactive features. They did not find MTR advertising very creative. They did not perceive that MTR advertising was able to enhance their purchase confidence. Results of this study can inform advertisers and creative agencies to design effective communication with the MTR travelers.

**Acknowledgements:**

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