Evaluation of the 2017 ‘Girls Make Your Move’ Physical Activity for Young Women Campaign

A GfK Research Report

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1 EXECUTIVE SUMMARY

1.1 Campaign background and research objectives

In 2016, the Department of Health launched the 'Girls Make Your Move' campaign in Australia. The campaign stems from ongoing concerns and evidence that young women are doing less physical activity than recommended by physical activity guidelines, and that Australians are increasingly inactive, with associated health risks on the rise[1]. The campaign has been designed to engage young women (12-19 years old) and their parents to increase girls' participation in physical activity and sport through shifting perceptions of exercise and generating intentions to be more active.

The 2016 campaign comprised advertising (TV, online, social, out-of-home and print media), a website, social media and PR and was launched on 28 February 2016. The bulk of advertising activity was run in late March; some digital, search and print continued through to mid-April, then all activity closed by 8 May 2016.

Wave 2 of the campaign launched in mid-February 2017 with the main advertising activity running for six weeks (television for four weeks; online advertising and video for six weeks) while out-of-home and search ran for 11 weeks and 20 weeks respectively. Public relations events and non-paid social media strategies ran for 10 weeks.

Evaluation research was undertaken after each wave to assess campaign impact against its awareness, attitudinal and intentional objectives. The research was conducted via online surveys among young women aged 12-19 years with a boost sample of 20-21 year old women; and among parents of girls aged 12-19 years.

This report shows the results of Wave 2 in 2017 and compares them to the 2016 results to understand whether the 'Girls Make Your Move' campaign is contributing to greater participation in physical activity among young women.

1.2 Campaign diagnostics

The campaign achieved a high level of overall reach among the target audiences.

The campaign reached 83% of young women aged 12-19 years and 83% of the key primary target of 15-17 year olds, with an exposure to the campaign of 4.8 times on average (although this was down from an average of 5.4 times in Wave 1). Furthermore, the campaign was well liked (78% of 12-19 year old girls liked the ads). It was also perceived to be clear and vivid (81%).

There was accurate **identification of the aim and messaging** of the campaign, with high attribution to:

[1] In 2003, physical inactivity accounted for approximately 6.6% of the disease burden in the Australian population.
Source: Begg S, Vos T, Barker B, Stevenson C, Stanley L, Lopez AD, 2007. The burden of disease and injury in Australia 2003. PHE 82. Canberra: AIHW.

- The campaign being about getting involved and active with a focus on young women; and

The campaign imparting messages of inclusiveness, inspiration, motivation and empowerment, and generating awareness about activities and where to go for more information.

Engagement with the campaign resources and social media was also positive. Over a quarter of the target audience (27%) interacted with the campaign on social media. Among young women, a high proportion was aware of any of the campaign's digital presence (36%), including the website (29%), the Instagram account (30%) and YouTube videos (28%). Analysis also shows that engagement with the website (13%), YouTube (11%) and the Twitter account (6%) all increased significantly since Wave 1. **Digital/social media was by far the strongest channel** driving the greatest reach among young women. Digital and social media cut-through was 73%, driven by **YouTube** (up from 56% to 63%), with Facebook playing more of a supporting role after this wave (56%, previously 67%). Recall of Instagram was stable at 41% and continues to play an important part. Key supporting channels were outdoor at 49% and TV at 46% with both adding incremental reach.

1.3 Direct measures of campaign impact

Among the 83% of young women who recalled seeing the campaign, 64% did something as a result, such as talking about doing more physical activity, or looking up information. However this was lower than the proportion that did something after Wave 1 (71%).

Where there had been gains in perceptions around some of the key campaign messages since Wave 1, some were lost after the 2017 burst, including:

- It is important for girls/women my age to be physically active (down from 73% to 65%);
- Physical activity/sport can be done on your own (down from 64% to 56%); and
- There is a type of physical activity/sport to suit everyone (down from 52% to 47%).

The proportion who indicated they had actually done more physical activity or sport as a result of seeing the campaign stayed the same at 23%.

In assessing these results, it is important to note that there are indications that participation in physical activity and sport by girls and young women (and the rest of the population) may be declining or at least stagnating. It is therefore possible that the campaign is impacting the speed of this change among girls and young women, although more data over the coming year is required to confirm this hypothesis.

1.4 Conclusions and recommendations

For girls and young women, most of the campaign measures have been maintained or improved since Wave 1.

In particular, the campaign is reaching its target audience very well (with reach of 83%), and the campaign messaging is clear that physical exercise and sport is empowering to girls i.e. the 'what' of the campaign – what the campaign wants women and young girls to do – is getting through. Diagnostics also show that the campaign is currently engaging, motivating and empowering.

However, measures such as impact on actions, intentions and changes in behaviour are long term goals which are unlikely to shift substantially in such a short period of time. We have also noted new challenges of increased advertising of sports to women plus a potential stagnation in participation in sport and physical activity as a broader trend.

So, as the campaign evolves and moves along the stages of behaviour change, key challenges will be to assess campaign executions and messaging to ensure they are differentiated from other offers, and also to communicate the 'why' and especially the 'how' to increase physical activity among girls and young women.

2 THE SITUATION AND CONTEXT

2.1 Understanding the situation

Over the past few years there have been concerted efforts by the Australian Government to encourage physical activity and healthy eating, and to inform people of the risks of sedentary behaviour and unhealthy weight.

The need for such initiatives is increasingly evident as Australia's obesity rate is now the fourth highest in the OECD (for people aged 15 and over, with 63% of adults overweight or obese in 2011-12).

As part of this work, the Australian Government has developed a campaign specifically targeting young women to increase participation in physical activity and sport in Australia.

Children and youth do less physical activity than recommended by physical activity guidelines and Australians are increasingly inactive, with associated health risks on the rise[2]. Not only are a large proportion of children not doing the recommended level of physical activity per day, adults are even less active.

Research conducted by GfK and recently released data from the Australian Sports Commission confirms that participation in physical activity and sport drops off at adolescence. Where participation rates peak at 74% for 9-11 year-olds, and level at 72% for 12-14 year-olds, they then drop significantly to 63% for 15-17 year olds and settle at around 60% for those 18 years and over[3]. It is well documented that physical activity and sport have positive benefits, not only for physical health but mental health and social cohesion, and has been used as part of preventative health strategies in Australia and internationally. As evidenced in *Getting Australia Active: towards better practice for the promotion of physical activity*[4], physical activity has the potential to reduce the risk of chronic disease, manage weight, and promote mental health and emotional benefits, including confidence and social benefits.

In addition to higher obesity and diabetes rates, there are a number of observations and trends that highlight the need for more education and promotion of the benefits of physical activity in Australia among youth, particularly women[5]. These have been identified in national and global research.

- Firstly, there is evidence that participation in physical activity and sport during adolescence is linked to higher participation in adulthood, which points to a need to foster participation through adolescent years.

2 In 2003, physical inactivity accounted for approximately 6.6% of the disease burden in the Australian population.
Source: Begg S, Vos T, Barker B, Stevenson C, Stanley L, Lopez AD, 2007. The burden of disease and injury in Australia 2003. PHE 82. Canberra: AIHW.
3 Australian Sports Commission children's segmentation report
https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0011/564068/14066_ASC_Market_Segmentation_Children_FA_WEB.pdf
4 Bauman A, Bellew B, Vita P, Brown W, Owen N 2002. Getting Australia active: towards better practice for the promotion of physical activity, National Public Health Partnership, Melbourne, Australia. In ABS Australian Health Survey: Physical Activity, 2011-12.
5 Hajkowicz, S.A., Cook, H., Wilhelmseder, L., Boughen, N., 2013. The Future of Australian Sport: Megatrends shaping the sports sector over coming decades. A Consultancy Report for the Australian Sports Commission. CSIRO, Australia.

- However, participation in physical activity and sport currently declines post primary school.

- According to the Australian Bureau of Statistics, there is evidence of lower intensity and frequency of physical activity among teenage females[6]. Additionally, while young women do participate in physical activity or sport, their level of participation is below the recommended physical activity guidelines. In particular, young males (15-17 year olds) were three times more likely to undertake high levels of exercise than women (31.2% compared with 11.8% respectively) and young women aged 15-17 years were nearly twice as likely as young men of the same age to be sedentary (28.7% compared to 14.5%)[7].
- There is also a shift in the demographic makeup of Australian communities, with a quarter of Australians born in another country[8]. The implication of this for sports participation is that different cultural groups will have differing sporting participation preferences and attitudes to sport, physical activity and managing their health. It is also known that parents have a significant influence on the attitude and involvement of children and adolescents in physical activity and sport. Therefore education will need to reach both young individuals *and* their parents to increase the potential effectiveness of campaign activities[9].

Together, these learnings support a need for education and promotion of physical activity and sport participation at adolescence which will have large carry on effects in adulthood.

2.2 Need for Research

The 'Girls Make Your Move' campaign has been designed to engage with young women (12-19 years) and their parents to increase girls' intention to participate in physical activity and sport. Research is being used to evaluate the campaign's impact; to provide an assessment of its performance in meeting the campaign objectives; and to provide recommendations to inform future strategy.

6 Australian Bureau of Statistics, Catalogue 4364.0.55.001 - Australian Health Survey: First Results, 2011-12, Physical activity participation rates
7 Australian Bureau of Statistics, Catalogue 4364.0.55.001 – Australian Health Survey: First Results, 2011-12.
8 Australian Bureau of Statistics, 2007, Country of birth for immigrants living in Australia
9 Clearinghouse for Sport's summary of issues surrounding parental involvement in sport https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/community_engagement/engaging_parents_in_sport

3 THE CAMPAIGN

There have now been two waves of the 'Girls Make Your Move' campaign: one in 2016 and one in 2017.

The 2016 wave was launched on Sunday 28 February. The majority of the advertising component ran in March with some digital, search and print continuing through to mid-April. The campaign concluded on 8 May 2016. The components included:

- Advertising (TV, online, social, out-of-home and print media) – television advertising ran until the end of March, with other advertising continuing into May;
- A website;
- Social media (Instagram and YouTube); and
- Non-advertising communication and PR.

The 2017 wave covered a similar time period, launching on 19 February with the majority of advertising spend concentrated between late February and early April. The components were similar to 2016 although print was excluded and digital/social media activity included new online social media videos, a larger use of social media influencers and online GIFs. There was also a greater focus on events and sponsorships with 28 activations across Australia during the campaign period including at running, dance, surf and netball events and a partnership with the YMCA. Television was included, but at a considerably lower investment level. The campaign concluded early in May 2017.

3.1 The communication objective

The overall communication objective is to build and reinforce positive perceptions of physical activity and sport, ultimately leading to increased intentions to participate in physical activity among young women aged 12-19 years.

The primary audience is young women aged 15-18 years including those from Aboriginal and Torres Strait Islander and non-English speaking backgrounds.

Secondary audiences are girls and young women aged 12-14 years and 19 years; and parents of girls and young women aged 12-19 years.

Tertiary audiences include schools / teachers, sporting organisations and community groups.

The objectives can be split into campaign objectives and those relating to stages of behavioural change, awareness, attitudinal and behavioural as follows:

3.1.1 Campaign-related objectives:

- To increase awareness of the campaign, its messages and supporting materials; and
- To increase intent to engage with the campaign's supporting resources including social media platforms.

3.1.2 Objectives relating to perceptions and participation in physical activity or sport:

- To increase **awareness** of the health benefits of participating in physical activity and sport, and of the variety of physical activities available;
- To build or reinforce **attitudes**, including:
  - positive ***perceptions*** about participation in physical activity and sport; and
  - positive ***attitudes*** towards participating in physical activity and sport, including increasing ***intentions*** to participate in physical activity and sport; and
- To increase **participation** in physical activity and sport over the longer term.

For secondary audiences, such as parents, the objective of the campaign is to raise awareness of the issue so that they can support and encourage their daughters to participate in physical activity and sport.

3.2 Key messages

There were three overarching messages for the campaign:

- Participating in physical activity and sport can be fun, empowering and have positive benefits.
- Establishing healthy and active lifestyle choices early has lifelong benefits for individuals.
- You don't have to do organised or competitive physical activity to benefit. Social physical activity with family or friends, or being active by yourself, can also be lots of fun and is good for you.

4 RESEARCH OBJECTIVES

The objectives of this campaign evaluation research study are to:

- Evaluate the success of the campaign in reaching the specified target audiences;
- Evaluate the success of the campaign in achieving both the communications and behavioural objectives; and
- Provide feedback and recommendations to inform future campaign strategy (such as executional elements, media mix, scheduling, investment and messaging).

To achieve these aims, the specific research objectives for Wave 2 of this campaign evaluation research were to:

- Track changes and movement on all benchmarked indices;
- Evaluate the campaign and communications as a whole to assess its effectiveness in achieving the objectives (cut-through, recall, message take-out and ability to achieve an appropriate call to action) at both a national level and by target audiences of interest, including special audiences;
- Evaluate the performance and impact of individual campaign elements (media, execution, tone of messaging) including measuring the return on investment (ROI) of individual media elements at a national level and by target audiences segments; and
- Identify potential barriers/drivers to cut-through or campaign impact.

4.1 Considerations in the evaluation

While the overriding objective of the campaign is to promote behavioural change, it is recognised that two bursts of media activity are unlikely to have a significant and long lasting impact on behaviour. Therefore, while key behaviours are measured and monitored for change, there are no specific KPIs for this evaluation. The analysis is therefore focused on campaign recall and on any early attitudinal and awareness/knowledge impacts, especially among the primary audiences.

5 THE RESEARCH APPROACH

The research has involved a pre-campaign online survey for benchmarking, followed by two waves of online surveys to track impacts after each of the two campaign waves (as outlined in Table 1 below).

Additionally, social media monitoring and analysis was conducted using iSentia BuzzNumbers data in addition to specific platform analytics (Instagram, Facebook).

Table 1: Research overview

Benchmark (BM) survey - to establish pre-campaign measures	**Wave 1 (W1) campaign survey -** to evaluate the overall success of the first burst of campaign activity	**Wave 2 (W2) campaign survey –** to evaluate the overall success of the second burst of campaign activity
Online survey with fieldwork from 9-26 February 2016	Online survey with fieldwork from 15-27 April 2016	Online survey with fieldwork from 11 April to 5 May (note longer fieldwork due to Easter falling 14-17 April)
Median length 11 minutes, average length 16 minutes	Median length 16 minutes, average length 22 minutes	Median length 19 minutes, average length 27 minutes
n=1,020 females aged 12-19	n=1,016 females aged 12-19	n=1,030 females aged 12-19
n=827 parents of females aged 12-19	n=801 parents of females aged 12-19	n=800 parents of females aged 12-19
A boost sample of n=186 females aged 20-21	A boost sample of n=197 females aged 20-21	A boost sample of n=213 females aged 20-21

5.1 Target audience and sampling

This research focused on 12-19 year old females – herein referred to as 'girls' or 'young women'. A boost sample of 20-21 year old young women was also included and a summary of key differences between them and 12-19 year-olds is provided in this report.

To ensure the representativeness of the target audiences, a stratified sampling design was used with minimum quotas set for age and location (state and regional status); and representative sampling of culturally and linguistically diverse audiences and Aboriginal and Torres Strait Islander People(s). Parental approval was obtained for girls aged below 18 years old. The final breakdown of the achieved sample is presented below in Table 2.

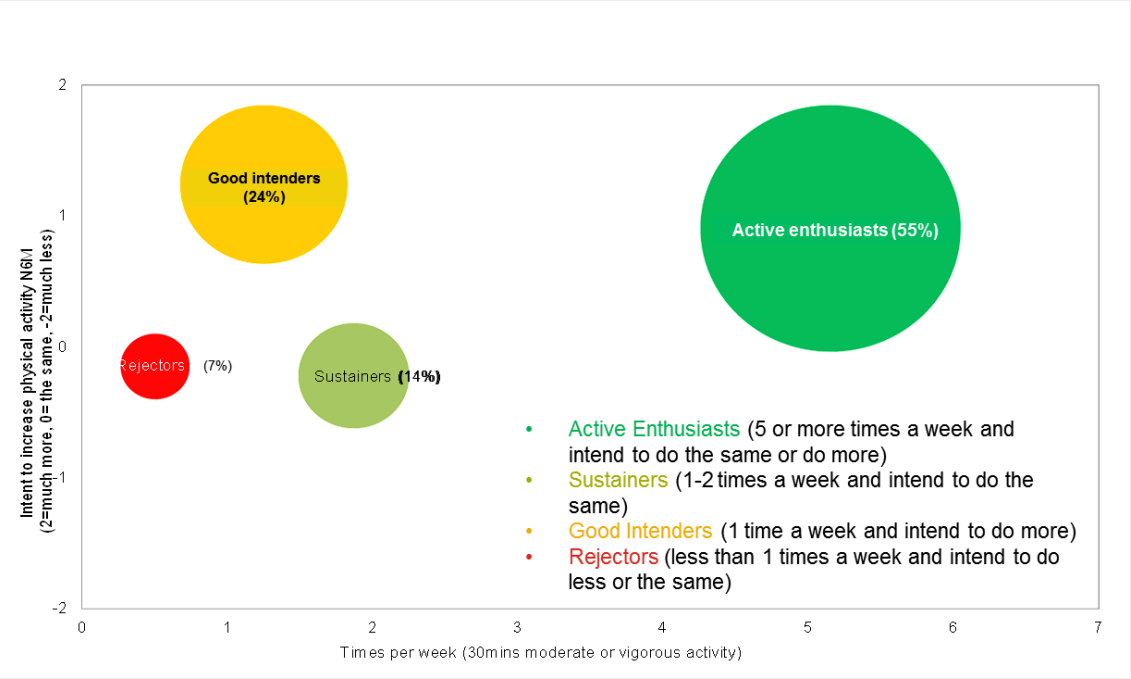
Table 2: Sample breakdown

Young women 12-19 years	W2 (Apr'17) (n=1030) %	W2 (Apr'17) (n=1030) n=
Age 12-14yrs	32%	216
15-17yrs	41%	404
18-19yrs	27%	410

Young women 12-19 years	W2 (Apr'17) (n=1030) %	W2 (Apr'17) (n=1030) n=
Special audiences – Culturally and linguistically diverse audiences	31%	322
Those with a disability	10%	106
Aboriginal and Torres Strait Islander People(s)	5%	53
Location – Metro	73%	767
Regional	27%	263
Current status – At primary school	1%	7
At secondary/high school/college	72%	646
At a university or TAFE	19%	273
Working	6%	76
Times doing 30mins of physical activity per week – Less than once a week	15%	178
One to two times a week	29%	309
Three to four times a week	31%	316
Five or more times a week	25%	227

In Wave 1, GfK also developed a segmentation to understand and size the audience based on a current level of physical activity (times a week doing 30 minutes or more) and intention to change physical activity in the next six months (from much less to much more), as shown in Figure 1. Compared to last wave, there was a decline in the number of Active Enthusiasts (from 61% to 55%), and an increase in Sustainers (10% to 14%).

Figure 1: Post-campaign segment sizes



5.2 Quantitative data analysis

The data were post-weighted to the latest available Australian Bureau of Statistics (ABS) population estimates by age, gender and state/territory.[10]

- Girls and young women: Data were weighted on age and location (state).
- Parents: Data were weighted by gender, age of daughter and location.

Testing has been conducted to indicate statistically significant differences between sub-groups. The following symbols have been used to highlight statistically significant differences at a 95% confidence interval:

- +/- significantly higher/lower at 95% confidence interval compared to other relevant sub-groups.
- ↑/↓ significantly higher/lower at 95% confidence interval compared to Wave 1 results.

5.3 Notes on reading the report

This report focuses on evaluating the campaign among the primary target audience (young women aged 12-19 years) in terms of the reach, reactions and impact of the campaign on the core objectives. The report is based on a number of sources of data including the research survey data and social media monitoring data (iSentia BuzzNumbers).

10 3101.0 - Australian Demographic Statistics, Jun 2015

6 CAMPAIGN EXPOSURE AND ADVERTISING RECALL

This section addresses:

- Advertising **recall** (unprompted);
- Prompted campaign **recognition**;
- Takeout of **main messages**;
- Recall of **campaign name**;
- Campaign resources i.e. **knowledge** and **use** of, interaction with, and perceived **usefulness**.

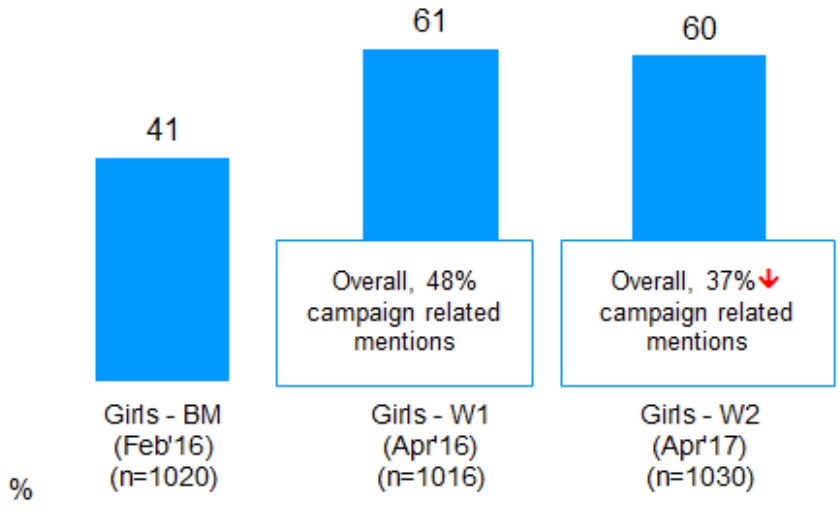
6.1 Advertising recall (unprompted)

Compared with the 2016 campaign, unprompted recall of ads "about being physically active, physical activity or sport specifically for girls or young women" was stable at 60%, as shown in Figure 2 below.

Unprompted recall specifically relating to the 'Girls Make Your Move' campaign was lower than last year with around a third (37%) mentioning campaign-related content versus 48% in Wave 1. This may indicate some campaign wear-out or reflect an increase in similar campaign activity at a national and state level in the past year targeting women (e.g. AFL, netball, Women's Big Bash cricket, Weight Watchers, Priceline campaign and activity tracker). This could have had a two pronged impact on the advertising awareness figures in that it becomes difficult to identify exactly what messages are directly related to the 'Girls Make Your Move' campaign plus there is the possibility the campaign become more lost in the clutter.

Figure 2: Advertising awareness (unprompted) by wave

Over the past few months, have you seen or heard any advertising about being physically active, physical activity or sport specifically for girls or young women?



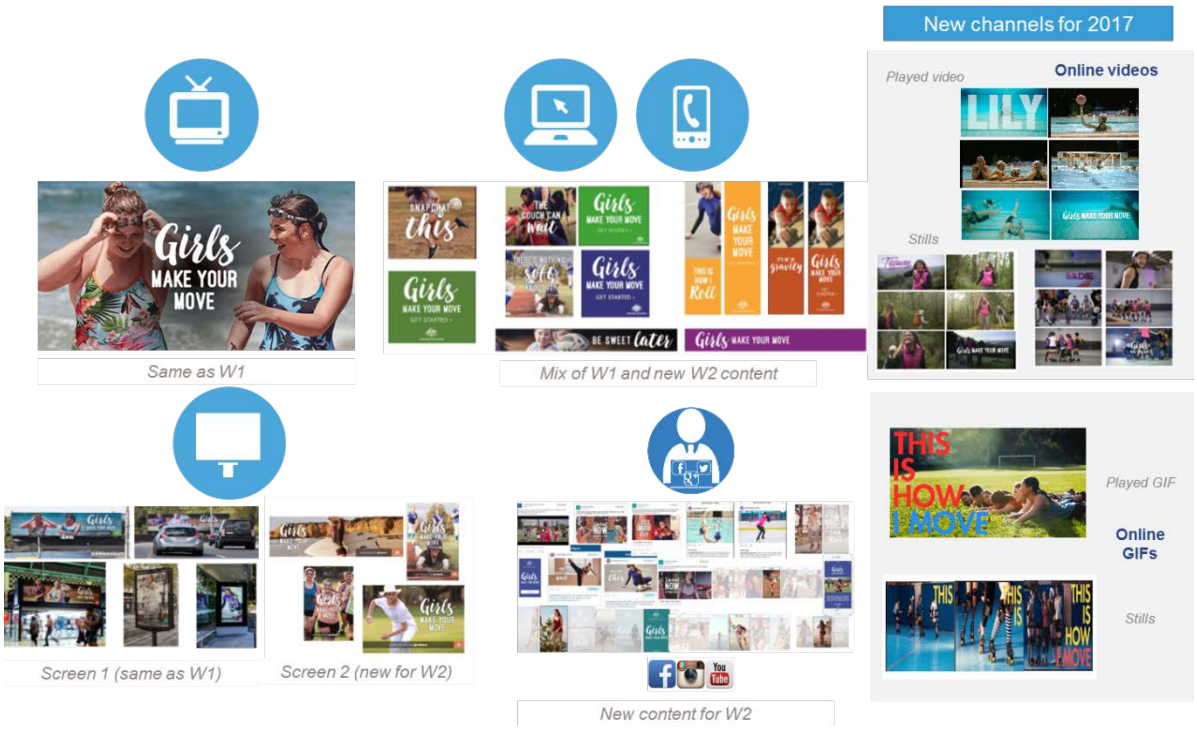
Base: All girls 12-19 years.

6.2 Campaign reach and recognition

To measure campaign reach, a number of questions and stimuli were used to capture recall and to prompt recognition across channels (see Figure 3). The campaign materials were placed on similar channels to those used in 2016 with the exception of print, which was not used at all in Wave 2. The stimuli included:

- A link to the TV 45 second video on YouTube (showed for a minimum of 15 seconds);
- Images of online advertising including new online videos and online GIFs that were introduced in this wave;
- Images of mobile advertising;
- Images of outdoor advertising; and
- Images of social media advertising and promotional content.

Figure 3: Campaign recognition stimulus



Campaign materials can be viewed in more detail online.
Note – events were not prompted for specifically within the survey.

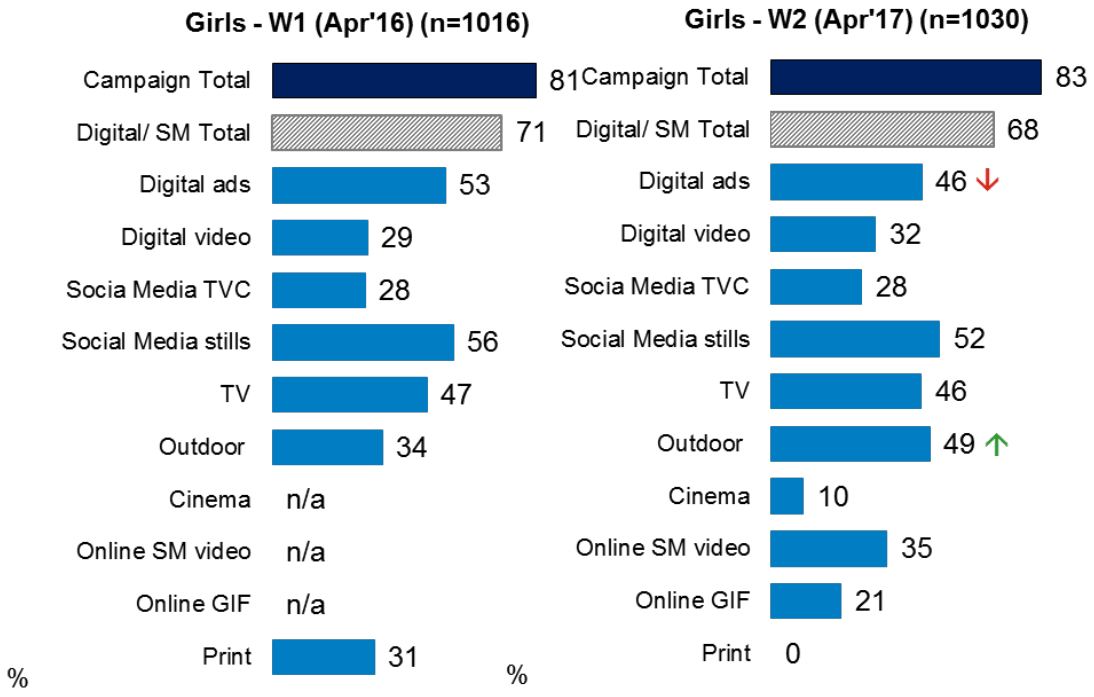
After being prompted with the 2017 campaign stimuli, campaign recognition among girls aged 12-19 years remained high with 4 in 5 (83%) recognising an execution (see Figure 4). The digital and social component made the greatest contribution to this at 73% overall.

Recognition of digital ads has declined (most likely diluted by the new online social media video, the online GIF and additional social posts), while OOH recognition has increased from 34% to 49% (in line with additional resourcing and increased events – 28 event activations were conducted in 2017, up from 3 in 2016).

The dominance of digital and social media (73%) over TV (46%) has remained consistent in Wave 2 and is notable because this is not usual in campaign tracking. Recognition of the new online SM video was solid at 35% and the online GIF was recognised by 1 in 5 girls (21%).

Figure 4: Campaign recognition (prompted) by wave

Before today, do you recall seeing/hearing?



Base: Post campaign, girls aged 12-19 years.

Table 3 below compares campaign recognition levels between Waves 1 and 2 among different subgroups. Looking at the primary target of 15-17 year old girls, recognition has held steady at 83% which is slightly lower than last wave's 86% but is not statistically significant. The only significant difference was that recognition among the Sustainer segment lifted markedly from 69% to 85%, bringing it in line with the average for the rest of the sample.

As Table 3 also shows, Aboriginal and Torres Strait Islander girls were the most likely to have been reached by Wave 2 of the campaign. Indeed recognition was at similar levels to Wave 1. This may be due to the fact that there were a few campaign executions featuring girls of Aboriginal and Torres Strait Islander descent.

The Rejector segment remains least likely to have been reached (only 65% recognition versus 83% average for Wave 2).

Table 3: Campaign recognition (prompted) by subgroup and by wave

Before today, do you recall seeing/hearing?

Column %	Total	12-14 yrs	15-17 yrs	18-19 yrs	CALD	Disability	ATSI	Metro	Regional	Active enthu-siast	Sustain-ers	Good intend-ers	Reject-ors
W1 n=	**1016**	**233**	**406**	**377**	**330**	**107**	**33**	**794**	**222**	**605**	**103**	**253**	**55**
W1 Apr'16	82	81	86+	76-	77-	86	93	81	83	84+	69-	84	66-
W2 n=	**1030**	**216**	**404**	**410**	**322**	**106**	**53**	**767**	**263**	**532**	**139**	**273**	**86**
W2 Apr'17	83	85	83	80	82	87	92+	83	84	85	85↑	84	65-

Base: Post campaign, girls aged 12-19 years.

As shown in Table 4 below, the claimed frequency of exposure to the campaign has declined from 5.4 to 4.8 times. The proportion of girls who recalled seeing the campaign 4 times or more also dropped significantly from 51% to 45% in Wave 2.

At the same time, the target audience has been exposed to more channels this year (average recall of 3.2 channel sources versus 2.5 in 2016) (refer Table 5). So while they are seeing the executions less often, they are seeing them in more places.

Table 4: Overall campaign exposure (times seen campaign) by wave

How many times overall have you seen ads from this campaign (whether it be on TV, online, in a magazine, out and about)?

Column %	W1 (Apr'16)	W2 (Apr'17)
n=	***823***	***849***
Once	10	9
2-3 times	28	30
4-5 times	18	18
6-10 times	17	14
11 or more times	16	13
Can't recall	11	15↑
None	NA	NA
Average	5.4	4.8↓

Base: Post campaign, girls aged 12-19 years who have seen the campaign.

Table 5: Average number of channels viewed by wave

Channel sources	W1 (Apr'16)	W2 (Apr'17)
n=	823	849
Average number of channels	2.5	3.2

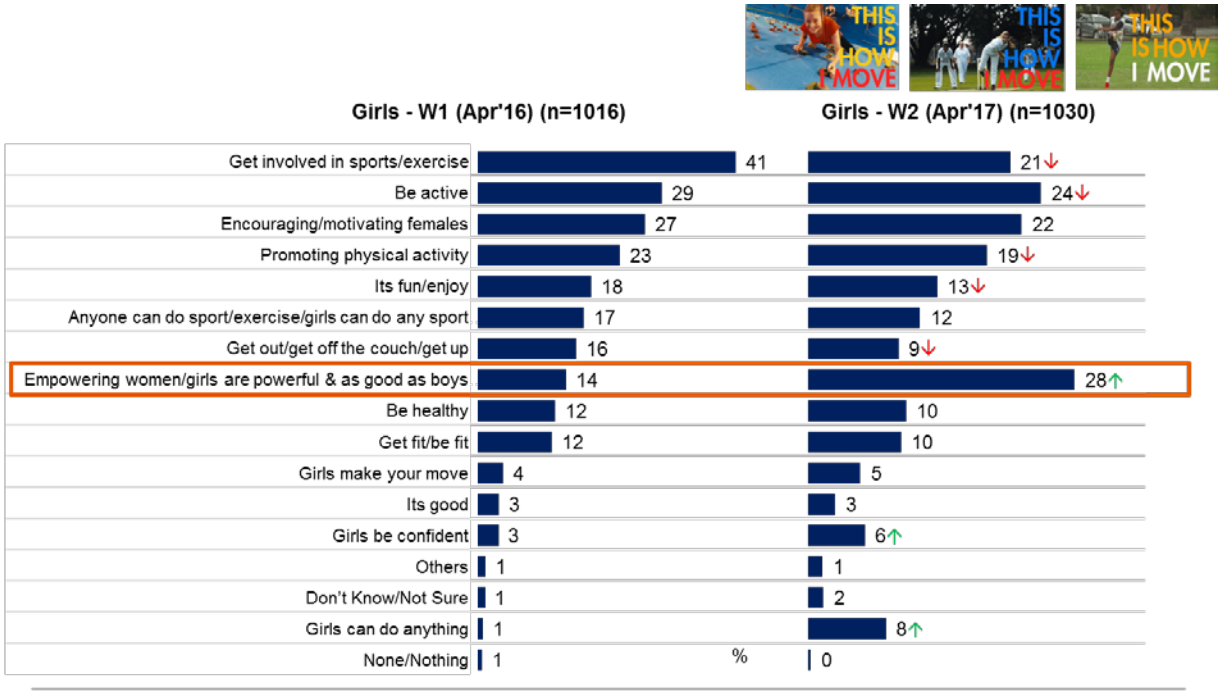
Base: Post campaign, girls aged 12-19 years who have seen campaign.

6.3 Campaign main message takeout

Among the entire girls sample, the message of 'empowering girls' and that 'girls are powerful and as good as boys' cut-through more strongly in 2017 (see Figure 5). This could be the result of seeing the new campaign materials conveying the message that girls can play similar sports to boys (e.g. cricket, footy, rock climbing or water polo) and may also be related to an increase in the amount of professional women's sport being broadcast on TV.

Figure 5: Main message takeout by wave

What do you think are the main messages of these ads?



Base: Post campaign, girls aged 12-19 years.

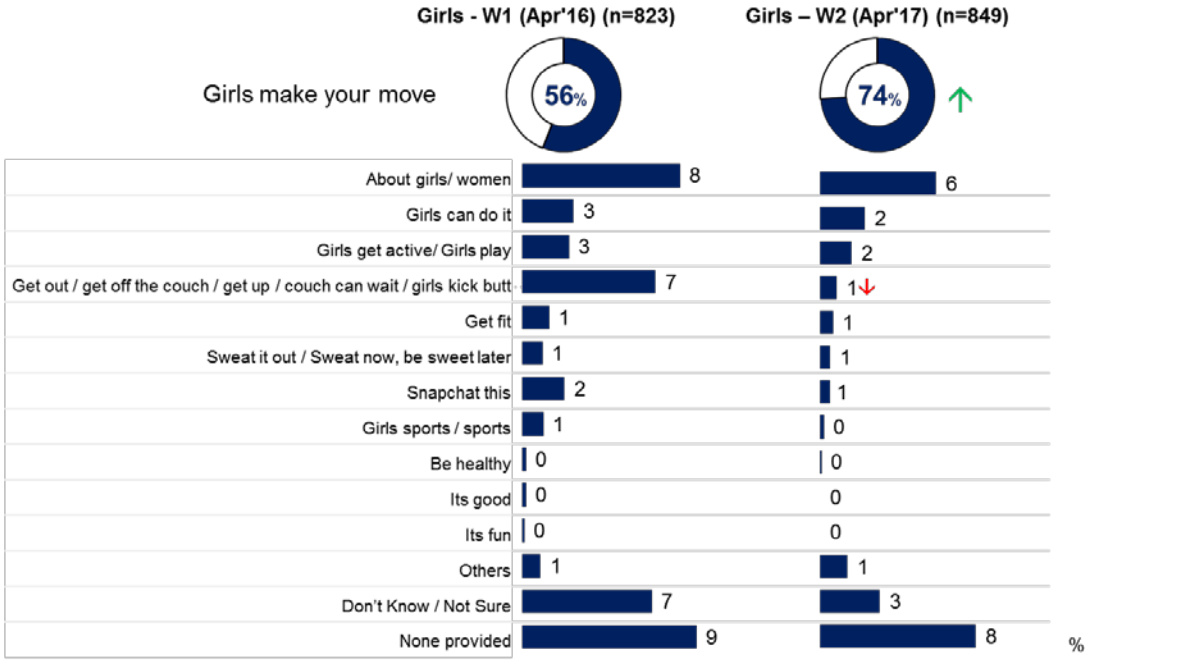
6.4 Recall of campaign name

In 2017 there was significantly higher recall of the correct campaign name (among those aware of the campaign), indicating that Girls Make Your Move has become a very strong brand.

Recall of the 'couch can wait' line dropped from 7% to 1%, likely because it only appeared in the TVC and a few social media posts in Wave 2, whereas it had been included in print, online and social ads in the first wave (see Figure 6).

Figure 6: Recall of campaign name by wave

Can you remember the 'name' of the campaign? Please type in the name or tag line.



Base: 12-19 year olds aware of the campaign.

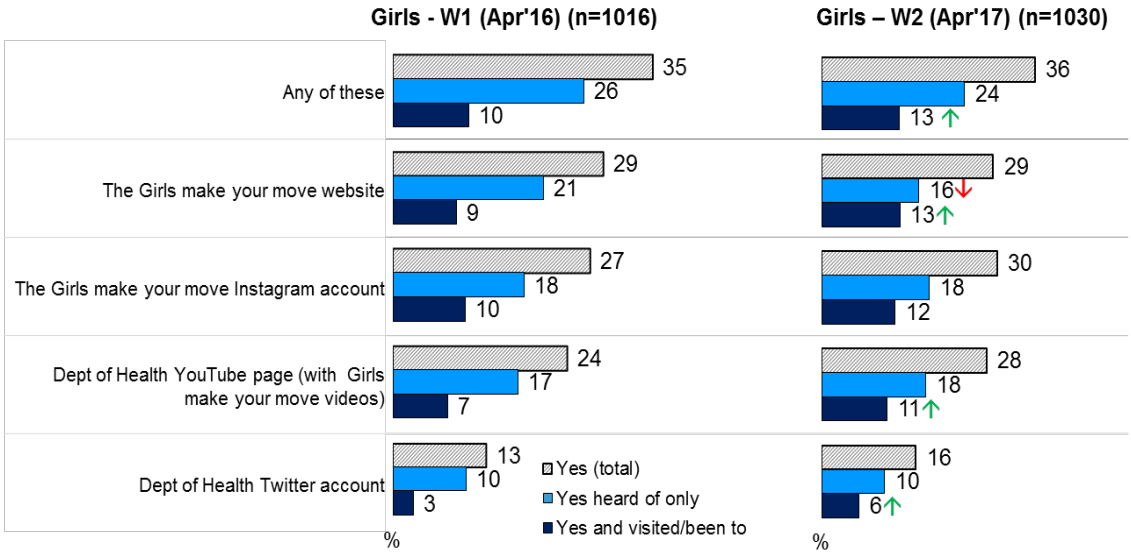
6.5 Knowledge and use of campaign resources

While awareness was steady, the Wave 2 results show an increase in engagement with the digital campaign resources (up from 10% to 13%). This was driven by higher engagement with the 'Girls Make Your Move' website (up from 9% to 13%); the YouTube page (up from 7% to 11%) and the department's Twitter account (from 3% up to 6%) (see Figure 7)[11].

In total, 36% of girls in Wave 2 had heard of the website, Instagram, YouTube or the Department of Health's Twitter account and 13% had visited or been to any of these. Specifically, around three in ten (29%) knew of the website and 13% had visited. A similar proportion had heard of the Instagram account (30%) and Department of Health YouTube page (28%) and around 1 in 10 (12% and 11% respectively) had visited these accounts/pages.

Figure 7: Knowledge and use of campaign resources by wave

This campaign is called 'Girls Make Your Move' and includes the advertising as well as a website and some social media activity. Have you heard or interacted with any of the following? Have you watched the ads or videos on YouTube?



Base: Post campaign, girls aged 12-19 years.

11 Performance of digital and social media judgements are made on comparisons with similar campaigns and social media analysis

6.6 Interaction with campaign resources

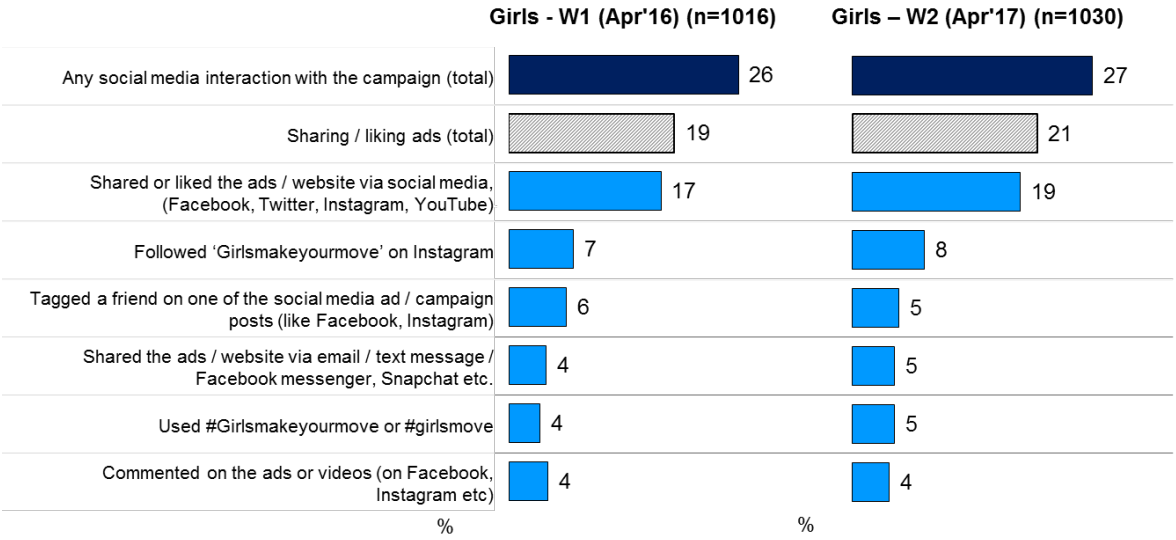
As was the case in Wave 1, just over a quarter of the sample (27%) took some social media action in response to the campaign and this was mostly through sharing or liking the ads or website via social media (21%) (see Figure 8).

As shown, proportions who recalled following the 'Girls Make Your Move' Instagram page (8%), tagging a friend (5%), sharing the ads (5%), using the hashtags #Girlsmakeyourmove or #girlsmove (5%) or commenting (4%) were in line with Wave 1.

This is a reasonably strong result compared with other campaigns and in terms of comparisons between social media engagement rates and average performance.

Figure 8: Interaction with campaign resources by wave

Have you?



Base: Post campaign, girls aged 12-19 years.

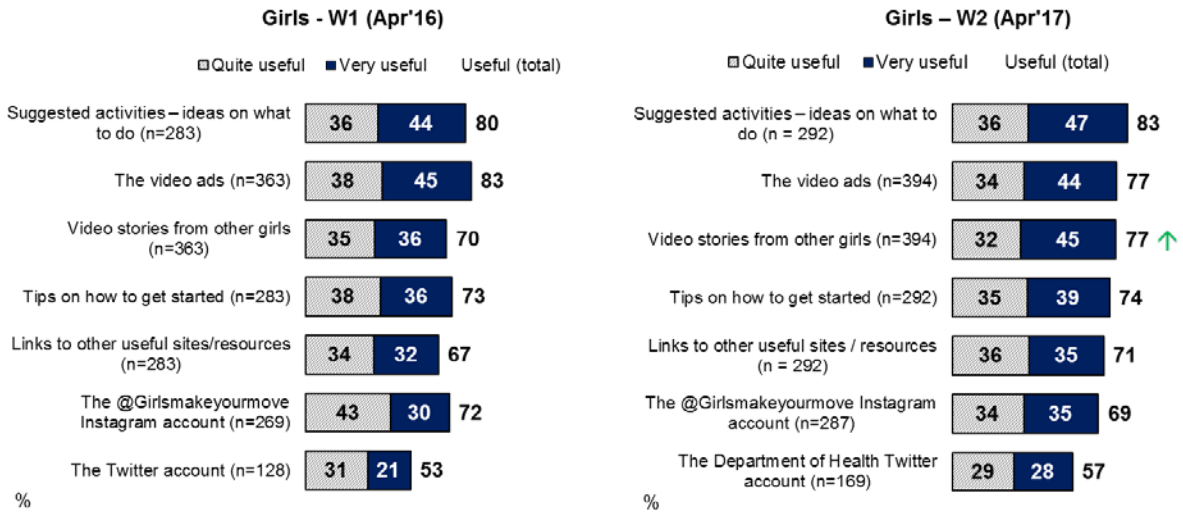
6.7 Perceived usefulness of campaign resources

Among those who have interacted online with the campaign, the suggested activities on the website and video ads continue to be the most useful content (83% and 77% respectively) (see Figure 9).

Video stories from other girls are considered more useful this year (up from 70% in Wave 1 to 77%), possibly because they were used as part of the formal media buy for the first time this year, but the change may also be linked to the general rise of the 'stories' functionality on social media platforms (e.g. Snapchat, Facebook, Instagram).

Figure 9: Usefulness of campaign resources by wave

How would you rate the following resources and information?



Base: Post campaign, girls aged 12-19 years who had interacted with the resources.

7 CAMPAIGN DIAGNOSTICS

This section covers:

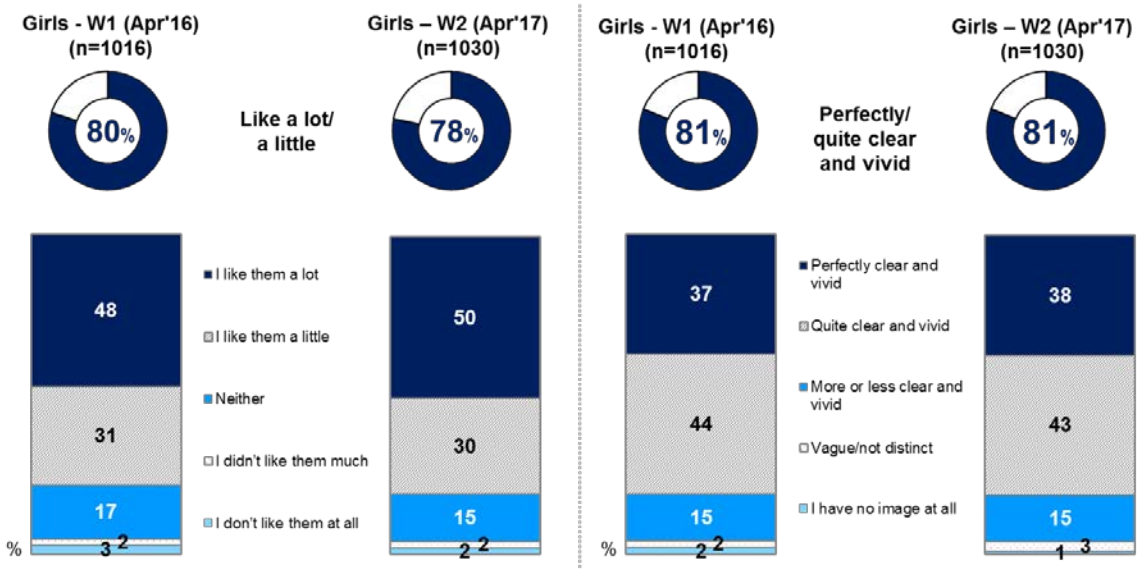
- **Impressions** (like/dislike) and **memorability** of the campaign;
- Campaign **perceptions** e.g. importance, inspiration, believability, relevance; and
- **Responsiveness** to key themes (i.e. inclusiveness, inspiration, motivation, awareness of activities)

7.1 Campaign impression

Impression and memorability of the campaign is very positive: 78% liked the campaign and 81% perceived that it is clear and vivid. This has been stable since Wave 1 (see Figure 10).

Figure 10: Campaign impression by wave

How do you feel about the ads? How clear and vivid is your "mental picture" of this ad?



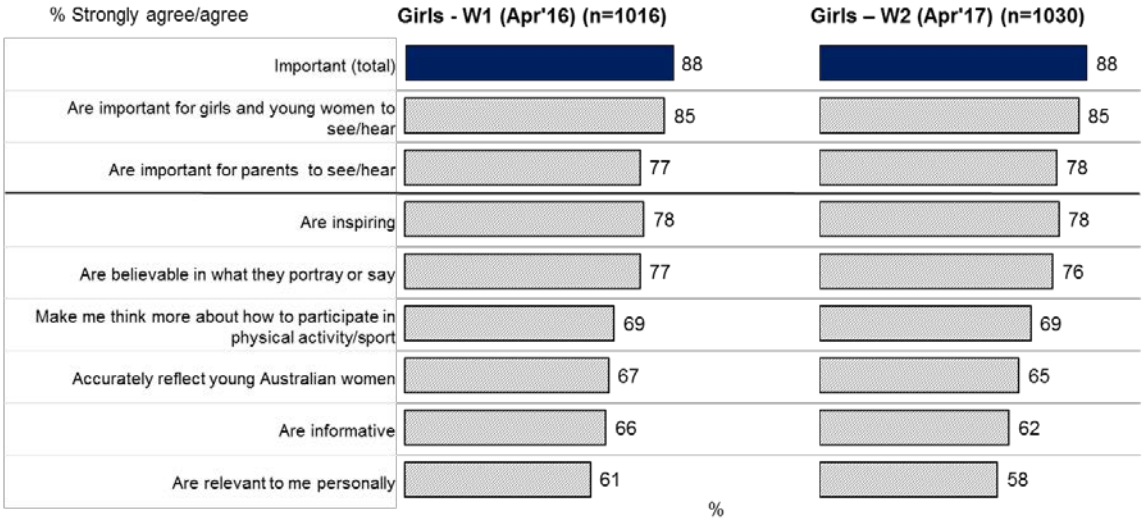
Base: Post campaign, girls aged 12-19 years.

7.2 Campaign perceptions

In line with the results from last year, the vast majority believe the advertising is important for girls and young women (85%) and parents (78%) to see/hear (see Figure 11). The ads were also seen to be inspiring (78%), believable (76%) and thought-provoking (69%). However personal relevance remained relatively low at 58%.

Figure 11: Campaign perceptions by wave

We are interested in your thoughts about these ads. For each of the following statements, please select how much you agree or disagree with them. The chart below indicates whether participants strongly agree or agree.



Base: Post campaign, girls aged 12-19 years.

7.3 Campaign response

From the Wave 2 results, it is clear that the campaign ads continue to generate very positive responses for the four broad themes of inclusiveness (88%), inspiration (79%), motivation/empowerment (73%), and awareness of activities and where to go for more information (71%) (see Figure 12).

In terms of the detailed responses, the campaign appears to reinforce perceptions that young women of all fitness abilities can do physical activity/sport (83% agreed) and that young women should be more physically active for health and social reasons (80%), all supporting messages of inclusiveness.

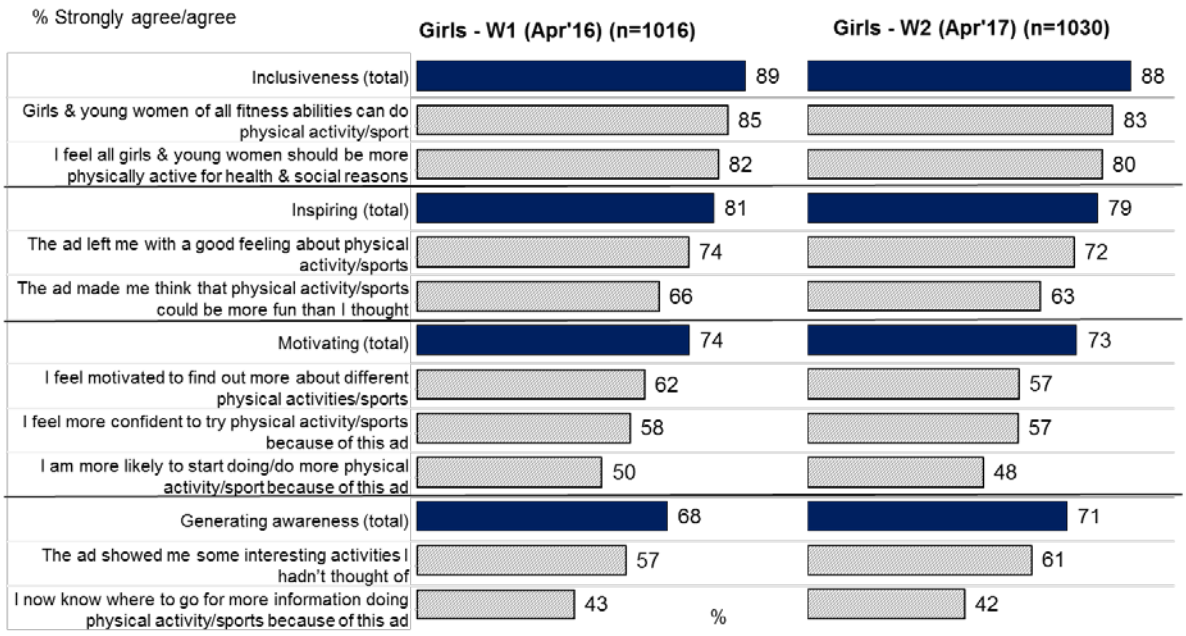
The campaign generates positive feelings about physical activity/sport (72%) and challenges their perceptions in that they now agree it could be more fun than they thought (63%), in line with the objective of inspiring audiences.

The campaign was also perceived as empowering and motivating, with 57% saying they felt motivated to find out more about different types of physical activities/sports, the same proportion (57%) feeling more confident to try physical activity/sports, and 48% saying they felt they would be more likely to start or do more physical activity/sport because of the advertising.

Regarding awareness, 61% felt the ad revealed interesting activities not thought of before, but only 42% felt they now know where to go for more information about doing physical activity/sport because of the advertising.

Figure 12: Campaign response by wave

For each of the following statements, please select how much you agree or disagree with them. The chart below indicates whether participants strongly agree or agree.



Base: Post campaign, girls aged 12-19 years.

8 IMPACT OF CAMPAIGN

This part of the report looks at:

- Self-reported **actions** after campaign exposure;
- Impact on **awareness** of the health benefits of participating in physical activity and sport and the variety of physical activities available;
- Impact on **attitudes**:
  - positive perceptions about participation in physical activity and sport;
  - positive attitudes towards participating in physical activity and sport including **increasing intentions** of young women aged 12-19 years to participate in physical activity and sport;
- Impact on **participation** in physical activity and sport (note this is not an immediate performance measure given the two short bursts of the campaign so far, but is a key long-term objective).

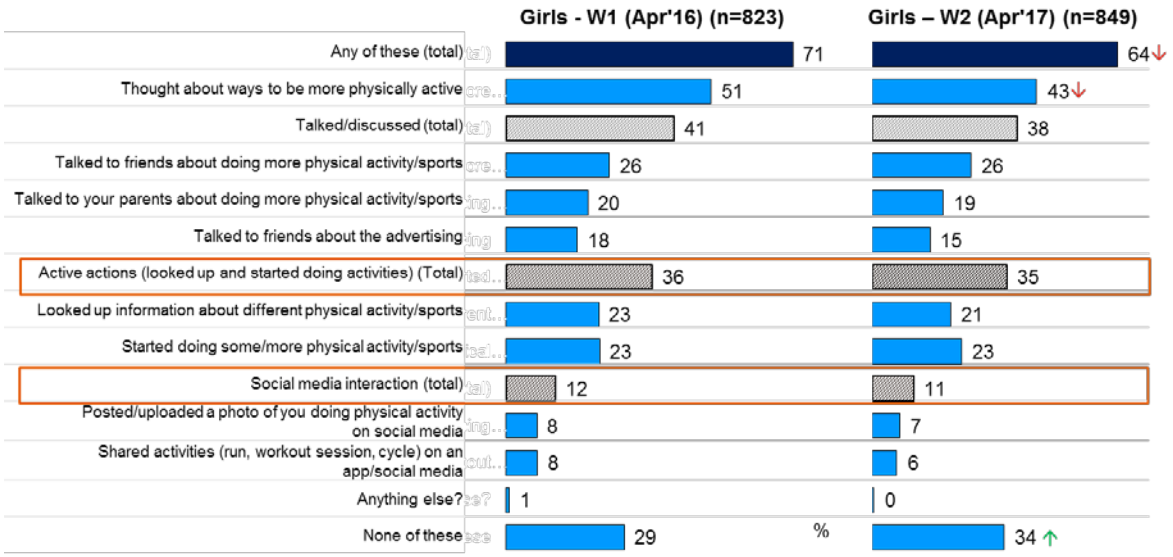
8.1 Self-reported actions after campaign exposure

Two thirds (64%) of those who saw the 2017 campaign claim it has influenced them to take steps towards doing more physical activity (see Figure 13). This represents a decrease from Wave 1 (71%) and has been driven by a drop in the proportion who *thought about* ways to be more physically active (which dropped from 51% to 43%) and an increase in the proportion who took no action (from 29% to 34%).

However note that key *proactive* actions like looking up information and starting some activity, as well as interactions with social media are stable compared to the last wave.

Figure 13: Actions as a result of seeing the campaign by wave

As a result of seeing/hearing these ads, have you done any of the following?



Base: Post campaign, girls aged 12-19 years aware of the campaign.

Importantly, the campaign has the potential to drive action; although there were some differences observed across different groups when it came to actions as a result of seeing the campaign (see Table 6 and Table 7).

Overall, Wave 2 of the campaign has driven the most action among younger girls aged 12-14, girls from culturally and linguistically diverse backgrounds and the Active Enthusiast segment. Girls 12-14 were more likely than the average to have talked to friends (36%) or their parents (27%) about doing more physical activity, talked to friends about the advertising (20%) or posted a photo of themselves doing physical activity on social media (12%). Girls from culturally and linguistically diverse backgrounds were more likely to have spoken to their parents about doing more physical activity (24%) or uploaded a photo of themselves doing physical activity on social media (11%). Active Enthusiasts were more likely than the average to have talked to friends (32%) or parents (23%) about doing more physical activity, started actually doing more physical activity (30%), posted a photo of themselves doing activity on social media (9%) or shared their activities (e.g. a workout session) on an app or on social media (8%).

Conversely, lower levels of action were observed among older girls aged 15-17 and 18-19 and among the Sustainer and Rejector segments. Girls aged 15-17 were less likely than the average to have talked to friends about doing more physical activity (22%) and to have posted a photo of themselves doing physical activity on social media (4%). Girls 18-19 were less likely than average to have spoken with their friends (20%) or parents (11%) about doing more physical activity. Girls in the Sustainer segment were less likely than average to have taken any action as a result of the campaign (53% versus 64% average), including being less likely to talk to friends (15%) or parents (12%) about doing more physical activity, and less likely to have started doing more activity (10%). Unsurprisingly, Rejectors were less likely to have talked to friends (13%) or parents (6%), and also less likely to have started doing any more activity (10%).

Note there were no differences observed between metropolitan and regional audiences (not shown in the table).

Table 6: Actions as a result of seeing the campaign (by demographics)

As a result of seeing/hearing these ads, have you done any of the following?

Column %	Total	12-14 yrs	15-17 yrs	18-19 yrs	CALD	Disability	ATSI
n=	849	182	337	330	261	92	49
Any of these (total)	**64**	**68**	**62**	**63**	**68**	**64**	**66**
Thought about ways to be more physically active	43	45	41	43	42	48	35
Talked/discussed (total)	**38**	**46+**	**35**	**32-**	**42**	**37**	**45**
Talked to friends about doing more physical activity/sports	26	36+	22-	20-	29	19	31
Talked to your parents about doing more physical activity/sports	19	27+	16	11-	24+	24	28
Talked to friends about the advertising	15	20+	12	13	14	12	15
Looked up information about different physical activity/sports	21	23	18	21	22	23	27
Started doing some/more physical activity/sports	23	27	24	19	25	27	20
Social media interaction (total)	**11**	**15+**	**8-**	**10**	**15+**	**10**	**15**
Posted/uploaded a photo of you doing physical activity on social media	7	12+	4-	5	11+	6	11
Shared activities (i.e. run, workout session, cycle etc.) on an app/social media	6	9	5	6	8	4	11
Anything else?	0	1	1	0	0	0	0
None of these	34	31	36	36	31	35	34

Base: Girls aged 12-19 years aware of the campaign Apr'17 (n=849).

Table 7: Actions as a result of seeing the campaign (by segment)

As a result of seeing/hearing these ads, have you done any of the following?

Column %	Total	Active Enthusiasts	Sustainers	Good Intenders	Rejectors
n=	849	446	119	227	57
Any of these (total)	**64**	**67**	**53-**	**65**	**59**
Thought about ways to be more physically active	43	44	42	43	37
Talked/discussed (total)	**38**	**44+**	**31**	**32**	**24-**
Talked to friends about doing more physical activity/sports	26	32+	15-	22	13-
Talked to your parents about doing more physical activity/sports	19	23+	12-	15	6-
Talked to friends about the advertising	15	17	16	12	8
Looked up information about different physical activity/sports	21	22	15	23	15
Started doing some/more physical activity/sports	23	30+	10-	20	10-
Social media interaction (total)	**11**	**14+**	**7**	**8**	**5**
Posted/uploaded a photo of you doing physical activity on social media	7	9+	3	6	0
Shared activities (i.e. run, workout session, cycle etc.) on an app/social media	6	8+	6	3-	5
Anything else?	0	0	0	1	2
None of these	34	31	46 ↑	33	40

Base: Girls aged 12-19 years aware of the campaign Apr'17 (n=849).

8.2 Impact on awareness of health benefits of physical activity

While total comprehension of the benefits of physical activity on health, fitness and mood is high, there has been a decline in this and other measures since Wave 1 (see Table 8). The proportion who saw health, fitness or mood-related benefits from being physically active dropped from 92% to 87%. This was driven by a drop in perceptions for 'improves your fitness and heart health' (down from 38% to 33%), 'positive body image' (down from 35% to 29%) and 'helps you keep a healthy body weight' (42% to 37%).

Despite this, there are encouraging signs on two social measures which have lifted slightly (although the changes are not statistically significant). These are 'can have fun with friends/family' (from 21% in Wave 1 to 24%) and 'helps build teamwork and cooperation' (up from 14% to 17%).

Table 8: Benefits of being physically active by wave

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	1020	1016	1030
Health/fitness/mood (total)	**89**	**92↑**	**87↓**
Health and fitness (total)	**57**	**60**	**55↓**
Improves your fitness and heart health	36	38	33↓
Increased strength, stamina & flexibility	30	32	29
Can reduce the risk of chronic disease	12	15↑	14
Mood/mental (total)	**50**	**51**	**50**
Can help reduce stress, anxiety & depression	36	39	38
Improves your mood and mental alertness/health	28	29	27
Self-perceptions (total)	**70**	**72**	**67↓**
Positive body image	34	35	29↓
Makes you feel like you have achieved something	29	31	28
Helps your self confidence	24	24	26
Helps your self esteem	21	23	23
Feels good/fun/energised (total)	**56**	**57**	**56**
Feeling energised/increased energy	19	21	20
Is fun and enjoyable	31	31	32
Feels good to do it	22	24	21
Physical (total)	**55**	**55**	**50↓**
Helps you keep a healthy body weight	41	42	37↓
Helps you look good physically	32	29	30
Social (total)	**41**	**38**	**41**
Can have fun with friends/ family	23	21	24
Can meet new people/friends	19	18	18
Helps build teamwork and cooperation	15	14	17

Base: Girls aged 12-19 years.

8.3 Impact on attitudes

Some of the Wave 1 gains in attitudes and perceptions about physical activity have not been sustained this year. Since Wave 2, overall positive disposition towards physical activity or sport has fallen just below the benchmark which means it has essentially stayed the same since the campaign started. Although note that, at 69%, these dispositions are broadly strong. What appears to have changed most is the intensity of feeling with a drop in the proportion of girls who 'like' physical activity (from 40% to 34%) and a lift in those who only think 'it's OK' (up from 19% to 23%) (see Table 9).

There were also declines in some key message areas that had improved after Wave 1. These were the importance of doing physical activity, and that it can be done on your own. There was also a drop in the agreement that there is a type of physical activity/sport to suit everyone. The following changes were observed (significant decreases in the proportion who strongly agreed):

- There is a type of physical activity/sport to suit everyone (down from 52% to 47%);
- It is important for girls/women my age to be physically active (down from 73% to 65%); and
- Physical activity/sport can be done on your own (down from 64% to 56%).

There was no change in the perceived ease of doing more physical activity (see Table 10), and this aligns with the fact that there was also little change in perceived barriers to participating in physical activity and/or sport. The biggest issues are around feeling judged, and lack of time and access (see Table 11).

There was also no improvement in confidence to try something new (41% said they were very confident or confident versus 45% after Wave 1) (not shown in tables).

Table 9: Disposition towards physical activity by wave

How would you describe how you feel about physical activity or playing sport?
Tell us if you agree or don't agree with these statements - Strongly agree / agree
When it comes to physical activity or sport, how confident do you feel about trying something new?
If you wanted to be more physically active how easy would it be for you to do more?

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	*1020*	*1016*	*1030*
Positive (total)	**71**	**74**	**69↓**
I love it	32	34	35
I like and enjoy it	39	40	34↓
It's ok, I do it	22	19	23↑
I don't really like it	5	5	6
I hate it	2	2	2
Negative (total)	**7**	**7**	**8**

Table 10: Attitudes to physical activity by wave

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	*1020*	*1016*	*1030*
For everyone (total)	**81**	**80**	**79**
Physical activity/sport is just as much for girls as boys	76	77	75
There is a type of physical activity/sport to suit everyone	51	52	47↓
Important (total)	**81**	**85↑**	**81**
Being physically active is important for good health	71	74	73
It is important for girls/women my age to be physically active	68	73↑	65↓
Being physically active is important for your mental health	60	66↑	62
Can be individual or social (total)	**72**	**76↑**	**71**
Physical activity/sport can be done on your own	57	64↑	56↓
Physical activity/sport is good to do with friends or & family	53	52	51
Is fun (total)	**47**	**52↑**	**49**
Playing sport is fun	43	46	39
Physical activity is fun	39	41	43
Physical activity/sport makes you feel good about yourself	43	45	41

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	*1020*	*1016*	*1030*
Sport is competitive	24	25	25
Ease of doing more physical activity/sport			
Very/quite easy (total)	**59↑**	**53↓**	**57**
Neither	24↓	28↑	25
Very/quite difficult (total)	**17**	**19**	**19**

Base: Girls aged 12-19 years.

Table 11: Barriers to physical activity by wave

Which of these stop you from being more physically active?

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	*1020*	*1016*	*1030*
Practical/access (total)	**37**	**41**	**38**
Time (total)	**37**	**44↑**	**39**
I don't have time due to other commitments (study, school, work)	34	41↑	36
I don't have time due to family commitments	6	7	7
Finding the right thing (total)	**24**	**26**	**26**
I haven't found something I enjoy	11	9	10
Got bored of what I was doing	11	11	11
My school doesn't offer what I'd like to do	6	8	8
Can't afford it (the cost)	25	27	24
No transport options/no way to get there	12	14	13
I don't have the right gear	6	7	8
Isn't anything around that I can do/no facilities	5	5	4
Feeling judged/not good enough (total)	**45**	**50**	**45**
Not being fit/good enough	29	33	30
Feel like people will judge me	30	31	28
Embarrassing (total)	**31**	**29**	**28**
It's embarrassing	14	13	15
I don't like the way I look when I do it	13	14	11
Don't like getting sweaty	10	7↓	7
Dislike/Don't enjoy (total)	**25**	**28**	**26**
Don't like it	10	10	11
Is too hard	9	12↑	9
It's not 'me'	6	6	6
I had a bad experience at school	5	6	5
I find it hard to get motivated	33	31	31
Social (total)	**23**	**22**	**20**

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	***1020***	***1016***	***1030***
I don't have anyone to do it with	17	15	14
My friends aren't doing it	9	10	8
I have an injury	20	19	17
Prefer to do other activities/interests	11	12	13
Too competitive	10	10	13
Don't know how to/where to	8	7	9
My parents don't let me/don't encourage it	4	6	6
Other (specify)	1	2	1
Nothing	8	7	8

Base: Girls aged 12-19 years.

8.4 Impact on intent

Since Wave 2, claimed intent to do more physical activity (which was already high at two thirds of the sample) has held at that level (63%), as shown in Table 12.

There has also been no change in the high proportion that had interacted/intend to interact with social media (51%), or in the proportion that had previously/do currently/might allow exercise apps to post their activity on social media (17%) (not shown in tables).

Table 12: Intentions regarding physical activity over the next 6 months by wave

Do you think you will increase your physical activity in the next 6 months?

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	***1020***	***1016***	***1030***
Much more/more (total)	66	65	63
Will do much more	19	17	18
Will do more	48	48	45
No will do the same amount	23	25	27
Will do less	2	2	2
Will do much less	1	0	1
Much less/less (total)	3	2	3
Much less/less/same (total)	26	28	30

Base: Girls aged 12-19 years.

8.5 Impact on participation in physical activity and sport

Despite the fact that almost a quarter (23%) of those who had seen the campaign reported doing more physical activity or sport as a result of seeing the campaign, the average number of times that young women participated in 30 minutes or more of physical activity a week has fallen (from 3.7 times in Wave 1 to 3.4 times) (see Table 13).

While there have only been two bursts of the campaign and actual increases in participation are not an expected outcome at this stage, this change will need to be addressed in future planning.

Table 13: Participation by wave

How often do you do any physical activity or sport for at least 30 minutes at a time?

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	**1020**	**1016**	**1030**
Frequency of doing >30 minutes of continuous physical activity/sport			
Less than 2 times a week (total)	**39**	**37**	**44↑**
Less than once a week	10	11	15↑
One to two times a week	29	26	29
Three or more times a week (total)	**61**	**63**	**56↓**
Average times a week	3.6	3.7	3.4↓

Base: Girls aged 12-19 years.

In terms of shifts in segment sizing, there was a significant drop in the proportion of Active Enthusiasts (from 61% to 55%) and a lift in the proportion of Sustainers (from 10% to 14%). Good Intenders continue to make up a quarter of the sample at 24% (see Table 14).

Table 14: Segments

Column %	BM (Feb'16)	W1 (Apr'16)	W2 (Apr'17)
n=	***1020***	***1016***	***1030***
Active Enthusiasts	60	61	55↓
Sustainers	11	10	14↑
Good Intenders	25	24	24
Rejectors	4	5	7

Base: Girls aged 12-19 years.

9 SUMMARY OF FINDINGS FOR 20-21 YEAR OLDS

As at the end of the 2017 campaign period, young women aged 20-21 remain less active than young girls (12-19 year olds) with only 78% claiming to have regularly participated in physical activities or sports in the past 12 months versus 90% of girls. On average, young women aged 20-21 did 2.5 sessions a week of physical activity or sport for 30 minutes or more compared to 3.4 times weekly for 12-19 year-olds. Young women are also more likely to say they have not participated in *any* physical activities (22% versus 10% of girls).

Encouragingly, young women are more likely to say that they will increase their physical activity in the next 6 months (71% say they will do more or much more activity versus 63% for girls). They are also more likely to be physically active or play sport voluntarily (66% versus 57% for girls) whereas girls' participation is compulsory through school or family (43% versus 34% among young women).

Despite their ambition to increase activity, young women do not feel particularly confident to try a new physical activity or sport (30% say they are 'not at all' or 'not very confident' versus 23% of girls), so any increase will be in sports/activities with which they are familiar. Other challenges to increasing activity include that they can simply find it hard to get motivated (41% versus 31% of girls) and/or have not found anything that they enjoy (19% versus 10%).

Young womens' perceptions of the benefits of physical activity are more centred on individual appearance, health and wellbeing than the social and fun aspects (which are more important for girls). Young women are more likely to say that physical activity: helps you look good physically (37% versus 30% for girls); improves mood and mental alertness (37% versus 27%); and helps your self-confidence (34% versus 26%). On the other hand, girls are more likely to say that it: is fun and enjoyable (32% versus 20% for young women); means you can have fun with friends/family (24% versus 14%); means you can meet new people/friends (18% versus 12%); and helps build teamwork and co-operation (17% versus 5%).

In terms of segments, young women aged 20 to 21 are more likely to be Good Intenders (38% versus 24% for girls) and less likely to be Active Enthusiasts (43% versus 55%) or Sustainers (9% versus 14%).

Post-campaign, the results for young women aged 20-21 were in line with their results from Wave 1. In terms of comparisons with girls, they were less likely to have seen the campaign overall (73% versus 83% for girls), but those who did were just as likely to have taken *any* course of action (62% did something as a result of seeing the campaign) and to have thought about ways to be more physically active (41%). However they were less likely to have talked with friends (13% versus 26%) or parents (9% versus 19%) or to have actually started doing more activity (15% versus 23% for girls).

That said, despite not being targeted at this older age group, the campaign continues to resonate and inspire change among 20-21 year-olds, so there would be ongoing benefit in campaign activities specifically targeting this group with relevant executions and media buy to deliver more specific messages on the 'why' (to help remove barriers) and the 'how' on what to do (as long as investment is calibrated with the fact that physical activity levels decline with age).

10 SUMMARY OF KEY FINDINGS

In summary, for the Girls Make Your Move campaign recall and messaging has been very positive.

10.1 Campaign performance

- Overall unprompted recall remains stable (60% vs 61% last wave) although campaign-specific recall has declined (48% to 37%), possibly due to a notable recent increase in other campaigns promoting sport to women.
- Campaign recognition remains high with 4 in 5 recognising an execution (83% vs 81% last wave).
- Recall of the campaign name (Girls Make Your Move) increased significantly (from 56% to 74%).
- Impression and memorability of the campaign is very positive: 78% liked the campaign and 81% perceived that it is clear and vivid.
- The vast majority believe the advertising is important for girls and young women (85%) and the ads were also seen to be inspiring (78%), believable (76%) and thought-provoking (69%). However personal relevance remained relatively low at 58%.
- The message of empowering young girls comes through more strongly this wave. However, similar to 2016, only 42% felt they now know where to go for more information about doing physical activity/sport because of the advertising.
- There are increased levels of engagement with the digital campaign resources (specifically the campaign website, Youtube and the Twitter page).

10.2 Campaign Impact on Actions

- Overall prompted actions are lower than last year, this is driven by a reduction in thinking about ways to be more physically active.
- However, proactive actions (looking up information, starting doing activities and social media interactions) remain stable.

10.3 Campaign Impact on Intentions and Behaviour

- Awareness of some benefits of being active has declined.
- Disposition to physical activity is high but declining (74% to 69%).
- The already high intention to do more physical activity over the next 6 months has been maintained (63%).
- Participation in physical activity within the last 12 months has declined (from 93% to 90%). This is also the pattern amongst those who have seen the campaign. On average girls are currently doing more than 30 minutes of exercise 3.4 times a week, down from 3.7 times in 2016.

- Key barriers are feeling judged, and lack of time and access. There were also drops in perceptions that 'There is a type of physical activity/sport to suit everyone' and 'It is important for girls/women my age to be physically active', perhaps reflecting the lack of personal relevance to them of the advertising messages.
- When considering these results, note that there are indications that participation in physical activity and sport by girls and young women (and the rest of the population) may be declining or at least stagnating. It is therefore possible that the campaign is impacting the speed of this change among girls and young women.

11 RECOMMENDATIONS

The campaign has obtained very good direct campaign-related results. It has the potential for further bursts and investment to gain behavioural traction over the long term.

In particular, we recommend the following:

1 Continue with the positive and empowering messages to girls that they are capable of doing any activities/sports that boys can (this is cutting through despite a crowded market).

2 Continue to strongly encourage team sports, exercising with friends and social benefits/fun; as the social benefits of physical activity and sport are increasingly resonating. Although ensure these messages are calibrated to reduce fear of being judged.

3 With the 'what' seeming to cut-through really well to the target audience, it may be time to move to the next level to focus now on 'how' and 'why' messages regarding increasing physical activity. To address key barriers such as time and access, consider greater emphasis on activities that are easy to do on your own and with friends. To counter stubborn motivational barriers, the 'why' needs to be expressed in terms which resonate at a more personal level to boost relevance and reduce 'distancing' of themselves from the message.

4 Focus on the 'how' and the 'why' will also be important for helping motivate young women aged 20-21 who want to increase their activity levels, but require extra motivation assistance. Given they are not always keen to try new things, their 'how' messages should focus on activities they already know but which may have been re-invented with new short formats.

5 Keep the 'Girls Make Your Move' tagline as it is achieving significant and fast growing cut-through and is shaping as a very strong brand.

6 Consider a refresh of campaign executions for the next burst to address declines in unprompted awareness (which likely reflect increased clutter in the market e.g. AFL for girls, Weight Watchers, Priceline etc.). Review competing campaigns to check for message crossover/look and feel elements which can be differentiated more.

7 Continue to use the multi-media approach which has incremental benefits. The strong focus on social media and digital (particularly YouTube) and OOH for girls is working.

8 Continue to leverage the activations and events to promote physical activity/sport. Experiences are likely to be more memorable and impactful.