

Research into the
Marketing and product
Effectiveness of the
advertising medium
Minicards

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In January 2001 Minicards launched a new advertising medium:

Minicards.

Many users have stated the following:

'Minicards are a very good idea, handy and pretty'.

Today Minicards are available in a total of 250 outlets in Amsterdam: 226 hotels and 24 other locations.

Minicards was anxious to get to know what extent the target group makes use of the Minicards and to what degree users are satisfied with its supply and practicality. So, actually, what exactly is the marketing effectiveness of the Minicard to the users. This article summarizes the results of the research into the effectiveness.

The research

During a period of 10 weeks the research was carried out by two students of the Higher Professional Education of Amsterdam. As a method used for collecting data questionnaires were used. In this way the user profile can be defined correctly. To achieve a representative research a sample selection of respondents was fixed at 307. To get the right picture of the users of the Minicards, the inquiries were taken orally among the residents of 21 hotels in Amsterdam. The selected 21 hotels are a cross section of the hotels where Minicards are available.

Target

The target of the research is to get an insight in the use of the product Minicards.

To find this out, the twenty questions of the questionnaire were aimed at the following three aspects:

- User profile
- The use of the Minicards product
- Assessment of the Minicards product

The results

User profile

The figure underneath shows that most respondents come from Europe. The respondents' average age is 35 years.

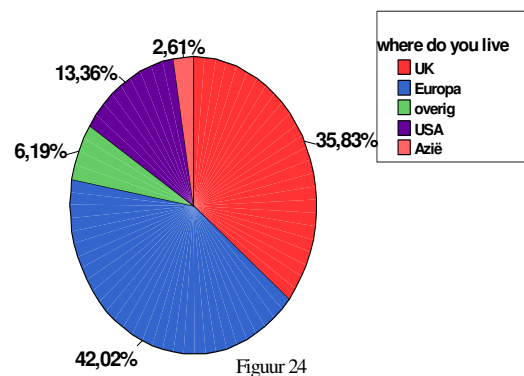


figure 1. Percentages of the number of respondents per continent.

The use

From the research it appears that 70,4% of the respondents saw the Minicards in the hotel.

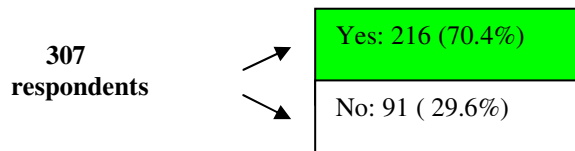


figure 2. The number of respondents that saw the Minicards

Out of the 216 people who saw the Minicards 71,9% took one or more of the Minicards along. On average they took 2 cards along.

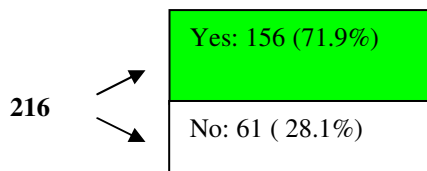


Figure 3. The number of respondents that took one or more Minicards along

Out of the 156 respondents who took one or more Minicards, 82,7% indeed visit one or more attractions. Due to the Minicards almost two quarter of the respondents visited an attraction other than preliminary planned. The greater part of the Minicards contains a reduction of the advertiser. More than two third of the people that visited a museum, shop, or restaurant, handed in their Minicard. One third of the people kept the Minicards with them.

Each Minicard contains the websites of Minicards. 55,1% of the respondents indicated to visit the websites once at home again. Nearly 80% of the respondents who took one or more Minicards along intend not to discard the cards, but instead to take them home. They considered the cards a nice souvenir or said they would hand the cards down to friends or relatives.

Assesment of the product

All respondents were satisfied with the information on the Minicards

Usage

Figure 4 shows that the Minicards are the advertising medium **used most** in hotels where they are available.

Information source	Number of times mentioned	% of 307
Minicards	78	25,4
Minicards and others	46	15,0
Travel Guides	22	7,2
Internet	56	18,2
Oral information from the reception desk in the hotel	7	2,3
Amsterdam Tourist Board	3	1,0
Brochures in hotel	1	0,3
Hotel book in room	3	1,0
Magazines in room, for instance Rush	3	1,0
Other	27	8,8
More	61	19,9
Total	307	100

Figure 4. Used informatiin sources

Conclusion

From the research it appears that Minicards clearly gained a place as a source of information for tourists. The product is often used and there are positive reactions to the information on the Minicards. Also, the users are content with its practicality; the cards are small in size, but nevertheless, a Minicard contains all the information necessary to visit an attraction.

The foregoing shows that the marketing effectiveness of the Minicards is good. Minicards is a favorable concept for advertisers to promote their product or service. Firstly, because many tourists are reached through Minicards. Secondly, the product is used most by travelers as the source of information. The product effectiveness is also good. The cards are user-friendly and meet the user's needs.