

Sinclair Research Ltd

QL TELEVISION CAMPAIGN
QUANTITATIVE RESULTS

May 1985

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AL/sk

16th May 1985

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AUDIENCE SELECTION SURVEY

- Telephone survey amongst ABC1 men aged 15-50.
- National sample of 750, quotas set for presence of children.
- Pre-advertising fieldwork 15th, 16th March 1985. Post-advertising fieldwork 29th, 30th April 1985.
- London/TVS regions boosted in post stage by additional 228 interviews. Total of 500 interviews in advertised areas.

RESEARCH OBJECTIVES

- To assess levels of QL brand and advertising awareness.
- To examine attitudes towards the QL and interest in purchasing the product.
- To assess the interest in the advertising and its relevance.
- To compare and contrast results for pre and post advertising and between advertised and non-advertised areas (London/TVS vs Rest of GB).

THE QL TELEVISION CAMPAIGN

- Advertised on TV for first time in London/TVS areas April 1985.
- Planned 335 Men TVRs (285 ABC1 Men).

SPONTANEOUS BRAND AWARENESS

	<u>NON-ADVERTISED</u>		<u>ADVERTISED</u>	
	<u>(rest of GB)</u>		<u>(London/TVS)</u>	
	<u>Pre</u>	<u>Post</u>	<u>Pre</u>	<u>Post</u>
	210	200	133	222
	%	%	%	%
Sinclair Spectrum	79	81	76	81
Commodore 64	65	56	53	53
BBC B	58	50	52	50
Sinclair QL	32	37	35	43
Amstrad	29	23	34	19
Apple Macintosh	27	15	30	23
IBM PC	21	20	23	24
Apricot	17	10	23	12

Base: All who own/are likely to buy a microcomputer.

Source: Audience Selection
March/april 1985.

SINCLAIR QL: PROMPTED BRAND AWARENESS

	<u>NON-ADVERTISED</u>		<u>ADVERTISED</u>	
	<u>(Rest Of GB)</u>		<u>(London/TVS)</u>	
	<u>Pre</u>	<u>Post</u>	<u>Pre</u>	<u>Post</u>
	144	127	86	126
	%	%	%	%
Yes	60	50	59	61
No	37	42	35	32
Don't No	3	8	6	7

Base: All who own/are likely to buy a microcomputer
but not spontaneously aware of QL.

Source: Audience Selection
March/April 1985

ADVERTISING AWARENESS

	<u>NON-ADVERTISED</u> (Rest Of G.B)	<u>ADVERTISED</u> (London/TVS)
	200	222
	%	%
Sinclair Spectrum	55	55
Commodore 64	35	32
Sinclair QL	32	39
Electron	26	26
BBC B	25	23
Amstrad	14	12
IBM PC	13	17
Apple Macintosh	8	17
Apricot	6	4

Base: All who own/are likely to buy a microcomputer.

Source: Audience Selection
April 1985

SINCLAIR QL: SOURCE OF ADVERTISING AWARENESS

	<u>NON-ADVERTISED</u>	<u>ADVERTISED</u>
	<u>(Rest of G.B.)</u>	<u>(London/TVS)</u>
	63	87
	%	%
Television	26	84
Newspaper	29	22
Computer Magazine	51	24
Other Magazine	21	8
Somewhere Else	8	6
Don't Know	5	2

Base: All aware of advertising for the QL

Source: Audience Selection
April 1985

SINCLAIR QL : RECALL OF TV ADVERTISING

Base	111
	%
Man/Clive Sinclair jumping over giant computers/micros	68
Best price/value for money	21
Mention of 'Quantum Leap'	8
Enlarged memory	5
New/typewriter like keyboard	
New model better than any other	
Business system for (specified) low price	3
Mention of graphics	2
No longer a rubber keyboard	1
Other	15
Don't know/can't remember	6

Base : All aware of QL TV advertising in London/TVS

Source: Audience Selection
April 1985

SINCLAIR QL : ATTITUDES TOWARDS TV ADVERTISING

Base	111
<u>Agree that:</u>	%
It was memorable	72
It sounded like good value	69
It was not very interesting	47
It made me interested in the product	41
It's not the sort of computer I'd find useful	41
It was not believable	41
It sounded like just what I need from a computer	38
It was very informative	28
It was boring	27
It talks down to you	21

Base : All who own/likely to buy a microcomputer aware of QL TV advertising

Source: Audience
Selection April
1985.

SINCLAIR QL : RECALL OF PRESS ADVERTISING

Base	76
	%
Picture of the machine/full page/glossy	16
Wide range of different software/built in software	12
New technology	12
Emphasis on size of/improved memory	8
Improved keyboard	8
Reduced/better price than any other model	5
Costs under £400	1
Better than a Spectrum	1
Other	28
Don't know/can't remember	34

Base : All aware of QL press advertising

Source: Audience
Selection April 1985

BRAND MODEL: PURCHASING INTENTION

	<u>NON-ADVERTISED</u>		<u>ADVERTISED</u>	
	<u>(Rest Of G.B)</u>		<u>(London/TVS)</u>	
	<u>Pre</u>	<u>Post</u>	<u>Pre</u>	<u>Post</u>
	94	62	64	89
	%	%	%	%
BBC B	20	14	17	19
Sinclair Spectrum	14	16	13	18
Commodore 64	14	8	9	20
BBC A	10	6	11	7
Electron	10	15	8	2
Sinclair QL	6	10	3	11
Amstrad	-	3	8	1
Apple Macintosh	2	2	3	2

Base: All who are very/fairly likely to buy a/another microcomputer.

Source: Audience Selection
March/April 1985

SINCLAIR QL: PRICE EXPECTATIONS

	<u>NON-ADVERTISED</u> <u>(rest of G.B)</u>	<u>ADVERTISED</u> <u>(London/TVS)</u>
	137	173
	%	%
Less-than £100	-	1
£100-149	4	5
£150-199	7	4
£200-249	6	6
£250-299	11	5
£300-349	12	10
£350-399	<u>31</u>	<u>19</u>
£400-449	18	10
£450-499	5	2
£500-549	3	3
£550-600	1	6
More than £600	-	<u>21</u>
Don't Know	9	7

Base: All who own/are likely to buy a microcomputer aware of the QL

Source: Audience Selection

April 1985

SINCLAIR QL: BRAND IMAGE

	<u>NON-ADVERTISED</u> (rest of G.B)		<u>ADVERTISED</u> (London/TVS)	
	<u>Pre</u>	<u>Post</u>	<u>Pre</u>	<u>Post</u>
	152	137	98	173
	%	%	%	%
<u>Agree that:</u>				
Ideal computer for the complete novice	21	22	22	20
Expensive version of the spectrum	35	36	29	34
Wide range of software available for it	N/A	42	N/A	36
Wide range of games available for it	30	33	32	29
It's designed with business users in mind	55	61	53	66
It includes packaged software	57	54	58	57
It's easily expandable	57	54	56	53
Cheaper alternative to IBM PC and Apple Macintosh	39	52	44	58
It has built in microdrives	59	58	56	49
Has a good reputation for reliability	26	24	26	26
Though I've heard about it I know very little about it.	60	64	61	68
It's a professional personal computer for a home computer price	N/A	61	N/A	59

Base: All whom own/likely to buy microcomputer aware of the QL.

Source: Audience Selection

March/April 1985

QL TV CAMPAIGN: CONCLUSIONS

- The television campaign has been noticeable but has not resulted in higher product awareness in the advertised areas.
- Image of a leaping Clive Sinclair successfully brands the advertising (albeit Sinclair not QL) but at expense of attracting attention from intended competitive comparison/value for money proposition.
- Despite this there has been significant improvement in intention to purchase QL in advertised areas.
- Advertising has also improved perceptions of QL as a business machine, accompanied by higher (correct) estimation of QL price.

Sinclair QL Preservation Project (SQPP)



On January 12th 1984 Sir Clive Sinclair presented the Sinclair QL Professional Computer in a typical Sinclair-extravaganza type launch event at the Intercontinental Hotel, Hyde Park Corner, London. This was exactly 12 days earlier than Steve Jobs presented the Apple Macintosh.

The QL is a very good example of an innovative, stylish, powerful and overall underestimated product and ecosystem. On one hand it failed in the market but on the other hand it influenced many developments which ended in many of today's computing devices.



Check out the website <http://sinclairql.net/> – The semi-official website related to the Sinclair QL Professional Computer. **QL forever!**

Urs König (aka QLvsJAGUAR)
http://sinclairql.net/about_urs.html
<https://www.youtube.com/QLvsJAGUAR>
<https://plus.google.com/+QLvsJAGUAR>

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Document details

Topic: Sinclair QL TV ad results

Notes: Another very unique original from the Sinclair archives. I bought this together with other unique papers in early 2015 from the Tedeschi Family when they sold-off Enrico's collection.

Number of pages (including SQPP cover and back pages): 17

Scanned: 2018-06-17 on a HP M477 fclw

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