



PALOUSE RIVER ROLLERS

Market Research Study



Professional Marketing Comm. Management and Campaigns
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May 2016 | MA, Washington State University, Strategic Comm.

TABLE OF CONTENTS:

Market Test Session #1

Summary of Market Test	3
Season Opener Poster — Before Market Research	4
September Magazine Ad — Before Market Research	5
Interviewer’s Guide	6
Interview Recordings/Transcripts	7
Log of Revision Process	14

Market Test Session #2

Season Opener Poster — After Market Research	17
September Magazine Ad — After Market Research	18
Summary of Market Test	19
Survey Forms	20
Survey Results/Transcripts	20

SUMMARY OF MARKET TEST #1

Between the dates of April 2, 2016 and May 1, 2016, 12 in-person interviews were conducted for the research purpose of gaining insight into the design styles of marketing collateral put forth by local non-profit roller derby league the Palouse River Rollers (PRR). The purpose of the market research is to determine the levels of success reached by the roller derby league. The levels of success are determined as the following: 1) individuals reached; 2) event tickets sold; 3) online and social interaction following the release of the item; 4) overall design qualities and cohesion; 5) reactions and feedback from the league and the public.

In total, fifteen subjects were chosen to evaluate the two pieces of marketing collateral brought forth by the study. Some participate in the league, some are familiar with it as an athletic movement, and others are unfamiliar with the sport and any previous marketing attempts or campaigns.

Each interview lasted approximately 3-5 minutes and were moderated by a Washington State University student, Chloe Rambo. The interviews were used to gain feedback on success of marketing collateral created and utilized by the league, as well as foster open communication on the success of roller derby marketing and future ideas to be developed.

Each interview was audio recorded and transcribed for research purposes. The information gathered, including this full report, will be submitted to the league and evaluated by the leagues operating Board of Directors, including the league's Marketing Coordinator.

Changes and revisions made to the two original pieces or marketing collateral are carefully described in the following Log, found on pages 14. Changes were made based on subjects' opinions and discussion.

- The size of the derby skater found on the magazine ad
- Size of text including the date, time on the poster has been increased
- Clarification of the URL for complete contact information and other information, including information targeted to future events, upcoming bouts
- Clarification of the URL use for Advance Tickets (including more information as explained in previous point)

Overall, information and data gained by the WSU researcher showed the marketing collateral established by the league is engaging, entertaining, and found to be important to the public and roller derby community. PRR is seen as a league with a marketing effort that is stronger than most other leagues in the area, and they set the standard in terms of poster design on online engagement. The pieces demonstrate valuable information that translates directly to ticket sales. With the edits and information provided through this research process, the league will be able to create more streamlined pieces with the goal of gaining more profit per event.

SEASON OPENER POSTER — BEFORE MARKET RESEARCH:

PALOUSE RIVER ROLLERS ALL-STARS SEASON OPENER

PRR ALL-STARS V. WILLAMETTE KIDNEY THIEVES

Saturday, Feb. 20th | Gladish Community Center, Pullman

DOORS OPEN | 6:30pm WHISTLE BLOWS | 7pm

Advance Tickets: \$5 At Door: \$8 Kids 10+ Under: FREE



j&h Printing



curls Gone Wild, #83
Photo by Norm Macdonald

OFFICIAL AFTER PARTY LOCATION:

ADVANCE TICKETS AVAILABLE:
www.PalouseRiverRollers.com



SEPTEMBER MAGAZINE AD — BEFORE MARKET RESEARCH:



Palouse River Rollers Present
ROLLER DERBY!
SEPTEMBER 19TH
Palouse River Rollers All-Stars
VERSUS
Columbia Basin Roller Derby
GET TICKETS ON OUR WEBSITE!

&

COME SKATE WITH US!
Freshmeat Intro Practices
SUNDAYS | 10AM - 12PM
WE HAVE GEAR FOR YOU TO
BORROW, AND COACHES TO HELP!

Tickets and Registration Available At
www.PalouseRiverRollers.com

INTERVIEWER'S GUIDE:

I. Introduction

Interviewer will introduce herself and welcome the participant/interviewee.

Hello, my name is Chloe Rambo and I'm interviewing you on behalf of Washington State University.

I'm gathering research regarding the following pieces of marketing collateral created by the Marketing Team of the Palouse River Rollers local non-profit roller derby team.

Together, we'll be reviewing one of the team's advertisements from September 2015, as well as the team's Season Opener bout poster from February 2016.

Washington State University and I will be using this information to help the Palouse River Rollers improve their marketing collateral in efforts to increase the profits gained at bouts and external events. WSU, PRR and I greatly thank you for your time.

I. Questions

Before moving on to asking questions pertaining to the collateral, interviewer will ensure the participant/interviewee has no further questions, concerns, or need for clarification on process or anticipated outcome. This conversation can be free-flowing and round out the interviewee's knowledge about roller derby, PRR's stance in the community, and/or the use of the information gathered from interview session. If both parties are ready, the interviewer will then move on to asking the questions.

Now, I'm going to ask you to review the advertisement created in September 2015 for the Palouse River Rollers, placed in front of you. [these questions will be repeated for both pieces of collateral, in efforts to compare and contrast the design successes, structure, ease of communication, clarity, and color scheme]

- 1) What medium do you think this piece would be best placed in? [referring to magazine, online, newspaper, social media, etc.]
- 2) What are your thoughts on the color scheme?
- 3) What do you think could be improved upon? [to increase clarity, design perspective and/or balance, etc.]
- 4) What is the ad communicating? Is it clear?
- 5) Is there a clear call to action? What is the ad asking you to do?
- 6) If you were to seek more information from the team, does the ad present a clear way to do that?
- 7) Do you have any other comments about the piece?

INTERVIEWEE'S AUDIO RECORDINGS/TRANSCRIPTS:

Topic of Recording: Marketing collateral created by Palouse River Rollers roller derby league

Interviewee: Erin Rambo

Interview Leader: Chloe Rambo

Date: April 2, 2016

Duration: 3:35

[Click here to access Audio Recording](#)

[Introduction clipped out on audio recording]

Moderator: *[first discussing piece #2, the magazine ad]* What medium do you think this would be most successful in?

Erin: A magazine.

Moderator: Why is that?

Erin: The size, um, I like the graphics on it. [pause as she's scanning over the piece] I just think it would fit better than a poster or online.

Moderator: Perfect, perfect. And what do you think about the color scheme?

Erin: I like the color scheme, um, it goes with the team colors. The player doesn't stand out very much.

Moderator: Okay, excellent. And what do you think could be improved — how could we improve her [the skater] status in the ad?

Erin: I think just maybe making her shirt in color — in the teal.

Moderator: Oh, okay, that's a great idea. Excellent. What do you think about what the ad is communicating? Is it clear?

Erin: It's very clear.

Moderator: Ok, perfect. And what is it communicating?

Erin: Roller derby!

Moderator: Ok, excellent. Is there a clear call to action? Is the ad asking you to do anything?

Erin: [repeats for clarification] Is it asking me to do anything? Um, it's telling me about a bout but also saying "come and skate with us" and learn how to skate with freshmeat.

Moderator: Ok, excellent. Right on. Okay, perfect. Do you think that call to action could be made clearer? Or is it clear enough?

Erin: I think it's clear enough.

Moderator: Ok, perfect. And —

Erin: [interjects] — if everyone knows what freshmeat means.

Moderator: Ok, perfect. So do you think that lexicon could be made more clear? Like what exactly “freshmeat” means?

Erin: I think they would pick up on it where it says “come skate with us.” Yeah, no, I do, I think it's clear enough.

Moderator: Excellent. So do you think there are easy and clear ways to contact team and learn more information?

Erin: [pause] No. Well...I guess, yeah, because you can go to “Palouse River Rollers,” [implying the website URL] but it kind of implies you can just get the tickets through “Palouse River Rollers” [again implying the website URL].

Moderator: Ok, so there's not a clear callout like “Find More information here”?

Erin: Yeah — that's what it needs.

Moderator: Ok, perfect. That is what it needs. [pause] Ok, moving on to the next piece, the 8.5x11 poster, what immediately stands out?

Erin: The player, the stars, and it's the “season opener.”

Moderator: Excellent, and what do you think about the color scheme on this one?

Erin: I love the color scheme.

Moderator: What do you think about the color scheme compared to the previous ad?

Erin: Um, this one is a little more outstanding — it really grabs your attention.

Moderator: Excellent. So what medium do you think this would be best in? [gesturing toward the poster]

Erin: This would be a poster, as it is ... it would be good in a magazine ... it would be good online — it would be good for everything, 'cause the colors are so great. It really stands out.

Moderator: OK, and so what information do you feel is most prominent?

Erin: Um, that it's [advertising] the “Season Opener,” what time the bout is, yep, everything's on here that you need to know.

Moderator: OK, perfect. And if you wanted to find out more information, do you feel like that...that link to find more information is clear?

Erin: Yeah — definitely, for advance tickets for the Palouse River Rollers.

Moderator: So you mentioned the player was one of the first things that stood out to you. Do you think she's a better size, or a better fit, for the poster versus the previous skater?

Erin: Definitely.

Moderator: Excellent. Any other comments?

Erin: No!

Topic of Recording: Marketing collateral created by Palouse River Rollers roller derby league

Interviewee: DJ Pief

Interview Leader: Chloe Rambo

Date: April 13, 2016

Duration: 4:01

[Click here to access Audio Recording](#)

[Introduction included, but skipped in script form. Refer to Interviewer's Guide for more information]

[*NOTE: This interview was done in a comparison-style. For each response, DJ referenced both ads because they were sitting on the table in front of him side-by-side. Clear reference of which piece he is discussing is listed in each answer]

Moderator: Ok, [referring to the Season Opener poster] so what kind of medium do you think this would be best found in?

DJ: I think a poster — I mean, I've seen this hanging up as a poster around town, and on Facebook. It's bright though, so I could see it online too. It was good made smaller into a Facebook event header.

This one [referring to the September 2015 ad] is smaller, but I like it. I think the derby girl should be bigger — but it would look good on Facebook. I remember when this was the header for the Facebook event for the game, and it was cool.

Moderator: Excellent — since you've seen it around town and online when it was introduced, what do you think about the color scheme?

DJ: I like PRR's colors [he's familiar with the team], so using those colors is a great idea. No other derby team around here is teal, so I like that PRR's marketing stuff really focuses on that.

Moderator: Do you think there's too much teal, or is there balance?

DJ: There's good balance – I mean, it's a black background and the stars are white and grey, it's good.

That one [the September 2015 piece] is super teal, it makes the girl look not that awesome because she's in black and white.

Moderator: What is the ad communicating to you?

DJ: This one is pretty clear — it was the first game of the All-Stars' season and they were pumped for it.

This one is clear too – they're both pretty clear – that they're marketing for local roller derby games. This one talks about fresh meat too, which is good and clear.

Moderator: Excellent, that's good to hear.

DJ: Yeah – definitely.

Moderator: Is there a clear call to action?

DJ: What does that mean?

Moderator: Um, are the pieces asking you to do something specific?

DJ: Oh yeah, totally. The ad [referencing the Season Opener poster] is all about the game, so one can assume they want to sell tickets, and the link to get advance tickets is right there.

This one [referring to the September 2015 ad] is a little more artsy, but it's still all about the game and getting tickets. I think the freshmeat portion could be bolder, cause every league needs more skaters.

Moderator: Do you think that call to action for freshmeat could be clearer?

DJ: Yeah – it could be clearer I guess, but this is like...classic event promotion. When derby posters beg you to buy tickets, come to a game, join freshmeat, buy merch, whatever, it can look kind of desperate. This is a good balance of event promotion and wanting to sell tickets and get more skaters.

Moderator: Is it clear where you could get more information?

DJ: Yeah – it’s clear on both of them. You can just go to the link there. But anyone these days would just look them up on Facebook since there’s a Facebook logo there, or even just Google them. I don’t know if people really memorize links to look up later. They would just google it.

Moderator: That’s good feedback ... do you have any other comments about the piece?

DJ: Not really – this is a really good derby poster. I think PRR kind of has the best posters. They’re strong and athletic posters, rather than emphasizing like, girls in fishnets and short skirts beating up on each other. They [PRR] make derby look like a real sport – which it is – but sometimes it can look like entertainment.

Moderator: Ok, perfect. Let’s talk a little bit more about this piece [referring to the September 2015 ad]. What are your initial thoughts on this piece?

DJ: I thought this was cool when it came out. It’s so different compared to what most derby stuff looks like. The triangles are cool, but it’s clear they’re kind of there for artistic effect only. Kind of useless, but artistic.

Moderator: Ok, excellent. What do you think about the color scheme?

DJ: The teal is cool, matches the team’s colors. It’s kind of weird how the derby girls is in black and white, but kind of weird in a good way. It feels modern, and she stands out more because the background has so much color.

Moderator: Is the ad telling you to do anything?

DJ: Yeah – buy tickets to the game, like I said before. It’s clear you can get advance tickets at the link. And they’re also recruiting for fresh meat, so it’s clear if you have any questions or want to try playing, they have gear and skates you can use, and time targeted at new skaters.

Moderator: If you wanted to find out more about the team in general – like when their future games are, or who was on the team – is it clear where to find that?

DJ: Well – kinda like the other poster [referring to the Season Opener poster] the information is obviously available at the link, but I think most people would just google something like “when do the Palouse River Rollers practice” and you would get their practice schedule.

Moderator: Excellent feedback! I’ll be sure to keep this information in the log. Thanks so much, DJ, I appreciate it.

DJ: No problem.

Topic of Recording: Marketing collateral created by Palouse River Rollers roller derby league

Interviewee: Rachael Rambo

Interview Leader: Chloe Rambo

Date: April 20, 2016

Duration: 3:15

[Click here to access Audio Recording](#)

[Introduction included, but skipped in script form. Refer to Interviewer's Guide for more information]

Moderator: Ok, let's get started with the Season Opener poster. Which medium ... or mediums... do you think this would be best placed in?

Rachael: I think this ad would look great on Facebook as well as a magazine or newspaper. It is very eye catching.

Moderator: Ok, great! What do you think of the color scheme?

Rachael: It looks great to me — it matches the team's uniform.

Moderator: What do you think could be improved upon? Like...do you think it's clear enough, or balanced in design aspect?

Rachael: um...I think the balance and coloration is great. It draws your eye up and down the page to gain access to all the information needed.

Moderator: Ok, perfect. Do you think what the ad is trying to communicate is clear?

Rachael: The ad is communicating the first game of the season for the team — I think that's very clear. The font is huge!

Moderator: Excellent, that's good feedback. Is the font too big? Is it distracting from the rest of the piece?

Rachael: No, it's not distracting per se, but it is definitely one of the first things that jumps out at you. It's good, it is very clear.

Moderator: What is the piece communicating to you?

Rachael: The ad is asking you to come and see the season opener game — that's very clear — I think it's a clear ad, but for someone who may not be familiar with roller

derby, it could use a brief explanation under “season opener” just to indicate exactly what the game is for.

Moderator: **Ok – that’s good feedback also. So if you wanted to find more information about the team, or about future games, does the ad present a clear way to do that?**

Rachael: Yeah, it definitely does. It shoes that you can find more information through Facebook, Instagram, Pinterest and Twitter right here and here [points to social media icons on poster]

Moderator: **Perfect – do you have any other comments about this one?**

Rachael: Not really – I think that about sums it up.

Moderator: **Ok, excellent. Moving on to this piece [pointing toward the September 2015 ad]. What...or...which mediums would this piece be best placed in?**

Rachael: This one is cool – I think this ad would be great for all forms of social media.

Moderator: **Ok, great! What do you think about the color scheme?**

Rachael: I think the colors are great – it matches the teams uniforms [she’s familiar with the team] and it’s very eye catching.

Moderator: **Do you think anything could be improved upon? To make it clearer or more balanced?**

Rachael: To increase clarity...I might add a short description of what fresh meat is, for those who may not be familiar with derby terminology, as well as make the text for the gear and coaches bolder and darker, making it easier to read. I didn’t really see that at first.

Moderator: **Ok, that’s a great idea – adding a bit more description. Perfect. So if you wanted more information about the team, is it clear on where to go for that?**

Rachael: Yes, the ad has large icons of all social media outlets, where you can get more info. I’d probably just google it.

Moderator: **Excellent! I’ll note that. So, do you have any other comments about the piece?**



Rachael: Umm...uh, well yeah. At first glance I liked this poster [referring to the September 2015 ad] more than the first one [the Season Opener poster], but after actually comparing the two more in depth, I think the first poster is easier to read, as well as more visually stimulating.

Moderator: Ok, perfect. Excellent – thanks so much, Rachael. I really appreciate it.


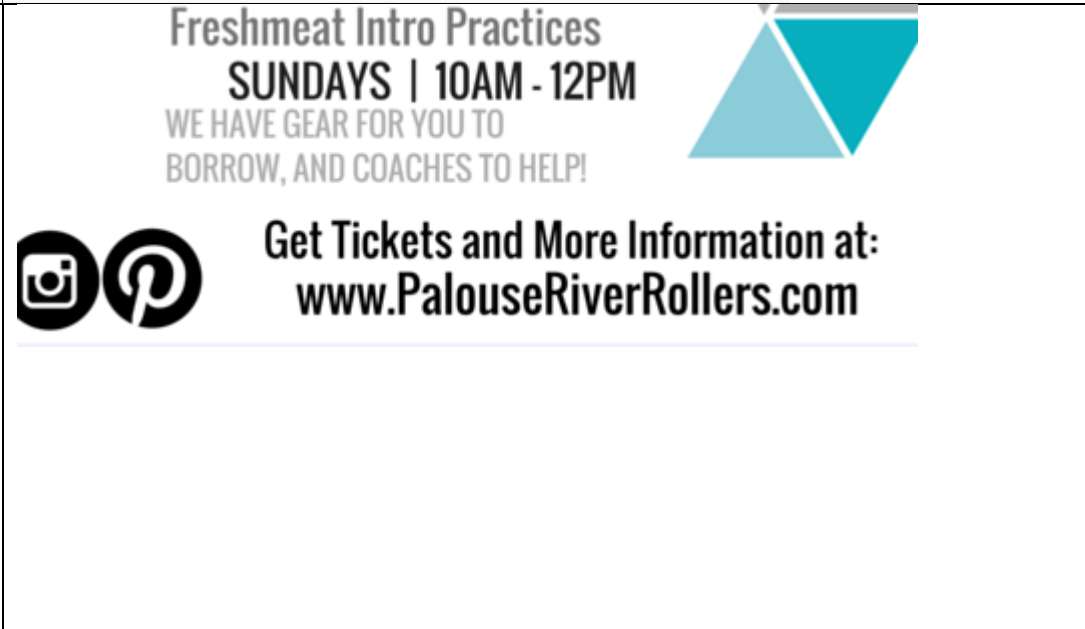
Rachael: Yeah, no problem! Good luck on the project!


LOG OF REVISION PROCESS:

Season Opener Poster:

Modification Description	Modification Visual
<p>1. Clarification of the URL for complete contact information and other social media-focused information, including information targeted to future events and upcoming bouts</p>	 <p>The image shows a promotional banner for an event. At the top, it says "curis gone wild, #63" and "Photo by Norm Macdonald". On the right, there is a logo for "Z70". Below this, it says "OFFICIAL AFTER PARTY LOCATION:". The main part of the banner is a blue bar with white text that reads "GET ADVANCE TICKETS & MORE INFORMATION:" followed by the website "www.PalouseRiverRollers.com". There are also icons for Facebook, Twitter, Instagram, and Pinterest.</p>
<p>2. Size of the text, including the date and time, on the poster (dated September 2016) has been increased.</p>	 <p>The image shows a poster for a "SEASON OPENER" event. The text reads "PRR ALL-STARS V. WILLAMETTE KIDNEY THIEVES" in blue and white. Below that, it says "Saturday, Feb. 20th Gladish Community Center, Pullman". The event times are "DOORS OPEN 6:30pm" and "WHISTLE BLOWS 7pm". At the bottom, the ticket prices are listed: "Advance Tickets: \$5", "At Door: \$8", and "Kids 10+ Under: FREE". The background is dark with blue and white stars.</p>

September Magazine Ad:

Modification	Modification Visual
<p>1. The size of the derby skater on the magazine ad (dated September 2015), was increased in proportion to the rest of the content.</p>	
<p>2. Clarification of the URL for complete contact information and other social media-focused information, including information targeted to future events and upcoming bouts.</p>	
<p>3. The color of the text URL was changed from teal to black to be more</p>	<p>(View image above, from point #2)</p>

<p>cohesive and clear</p>	
<p>4. While the size of the ad cannot be increased due to design specs of the original publication, edits were made in regards to utilizing the space more efficiently (less artistic flair in the triangles and geometric design, and better/bolder presentation of the pertinent information)</p>	

SEASON OPENER POSTER — AFTER MARKET RESEARCH:

PALOUSE RIVER ROLLERS ALL-STARS SEASON OPENER

PRR ALL-STARS V. WILLAMETTE KIDNEY THIEVES

Saturday, Feb. 20th | Gladish Community Center, Pullman

DOORS OPEN | 6:30PM

WHISTLE BLOWS | 7PM

Advance Tickets: \$5

At Door: \$8

Kids 10+ Under: FREE



j&h Printing



Curis Gone Wild, #83
Photo by Norm Macdonald

OFFICIAL AFTER PARTY LOCATION:



GET ADVANCE TICKETS & MORE INFORMATION:
www.PalouseRiverRollers.com



SEPTEMBER MAGAZINE AD — BEFORE MARKET RESEARCH:



Palouse River Rollers Present
ROLLER DERBY!
SEPTEMBER 19TH
Palouse River Rollers All-Stars
VERSUS
Columbia Basin Roller Derby
GET TICKETS ON OUR WEBSITE!

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COME SKATE WITH US!
Freshmeat Intro Practices
SUNDAYS | 10AM - 12PM
WE HAVE GEAR FOR YOU TO
BORROW, AND COACHES TO HELP!



Get Tickets and More Information at:
www.PalouseRiverRollers.com

SUMMARY OF MARKET TEST SESSION #2:

Following revisions of the marketing collateral created by the Palouse River Rollers, a survey was put forth to examine the successes and other needed revisions and test the successes of the designs.

The survey was accessed by (12) random individuals through social media and their identities are not known. The survey did include a question as to the individuals' affiliation with the Palouse River Rollers. While the original six surveys did not include that question, as the individual's identities and affiliations were known to me, it was important to gauge the (12) random individuals' who were answering.

The survey contained a combination of multiple choice questions, with the option for an "Other/Write-in." The combination of multiple choice and essay questions help survey-takes keep pace with the survey, as well as give narrative answers. These narrative answers will be helpful in evaluating whether the edits made to the marketing pieces were adequate.

We can't truly compare Market Test Session #1 (interviews) with Market Test Session #2 (surveys) because the same individuals weren't polled in each one. They wouldn't have a frame of reference for the first pieces before they were edited. But as explained before, we can gauge the overall design success and other opinions of the pieces based on the survey to follow.

The main points presented throughout the surveys are the following:

- The color schemes are powerful; giving the poster an overall "matching" feel to the skater's uniform and the team's logo is a good design technique
- Both pieces are seen as multi-use; survey-takers saw them being adequate pieces of marketing collateral viable for many sources
- Having the URL associated with "Advance Tickets and More Information" is greatly clarifying; previous interviewees saw this as a major problem in where to find more information
- Adding a *clear call to action* may be helpful; two survey takers pointed out the need for something similar to "Buy Tickets Today!" or "Come to this Game!"
- Utilizing different font styles is a great way to gain more attention to information, but there could be more balance in ALL CAPS type and mixed type

Overall, the surveys were helpful to a point. The in-person interviews of Market Test Session #1 brought up critical points of critique that were capitalized on in the editing process. The points brought up in Market Test Session #2 were helpful, but moving forward, it may be more helpful in the future to have the same group of individuals edit and survey the pieces pre- and post- editing as they will be able to note whether the changes were successful in creating a more clear and powerful piece of marketing collateral.

SURVEY FORMS:

[Survey 1, based on the Season Opener Poster, is available at this link.](#)

[Survey 2, based on the September 2015 advertisement, is available at this link.](#)

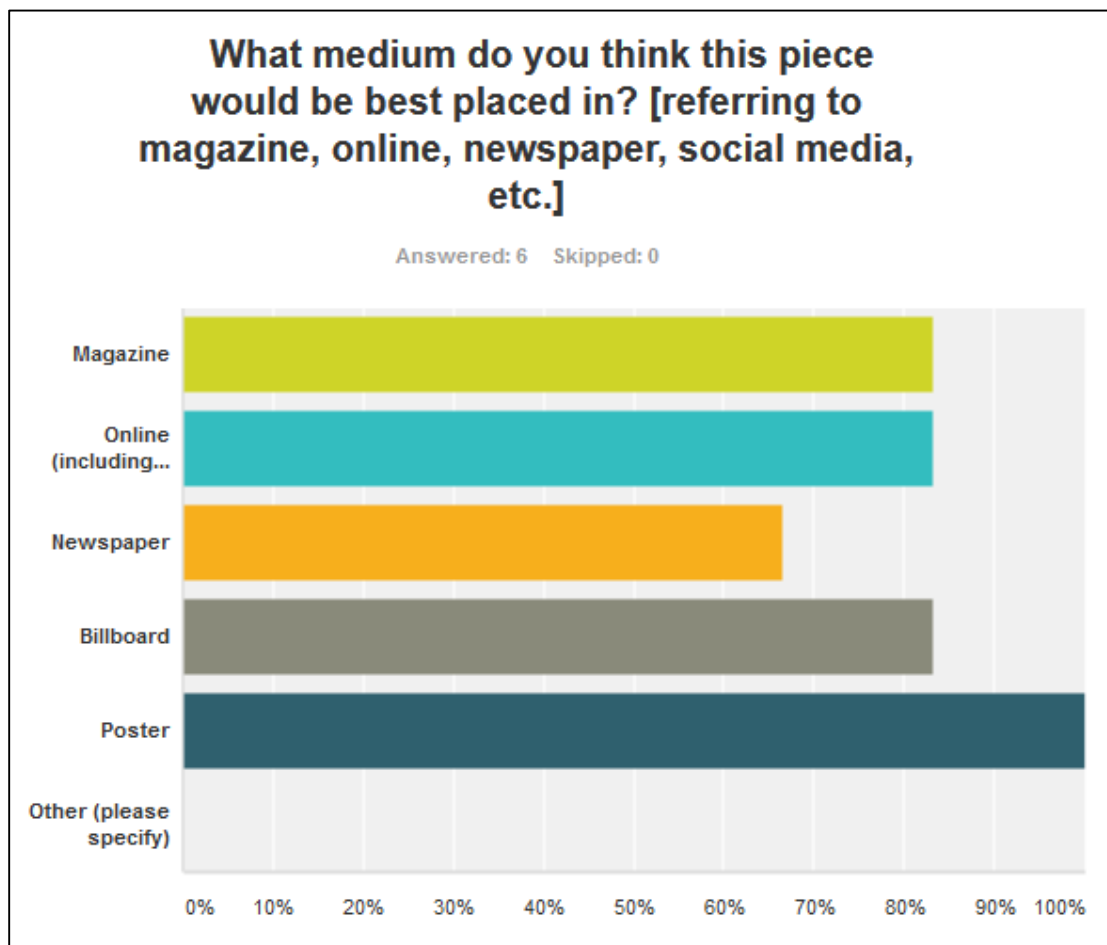
SURVEY RESULTS:

The following section is dedicated to breaking down the results of the surveys, divided by piece. The surveys were sent to anonymous individuals, as stated in the Summary of Market Test #2. The only identifier of the person taking the survey is the final question, inquiring as to how well they know the Palouse River Rollers, and if they follow roller derby as a community activity.

There are typos included in the document as the answers and results are pulled directly from the survey software. If an answer seems unclear, a clarification is provided in parenthesis.

Season Opener Poster:

Question 1:



Answer Choices	Responses	
Magazine	83.33%	5
Online (including social media)	83.33%	5
Newspaper	66.67%	4
Billboard	83.33%	5
Poster	100.00%	6
Other (please specify)	Responses	0.00%
Total Respondents: 6		

Question 2: What are your thoughts on the color scheme?

Survey 1:	I like it a lot – the designer is talented, the colors really pop against the black background.
Survey 2:	Lik eit (Like it)
Survey 3:	LOVE IT! So bright! I bet this is really eye catching if you saw it hung up somewhere, or on a billboard.
Survey 4:	It's a lot of blue, but I like that it's all different shades of blue and grey and dark teal, too.
Survey 5:	Cool! I like how it matches her uniform!
Survey 6:	The colors are excellent - the really represent PRR and are consistent. I like the consistency.

Question 3: What do you think could be improved upon? [to increase clarity, design perspective and/or balance, etc.]

Survey 1:	I like the different fonts - it makes the information stand out more.
Survey 2:	its good - i like how the roller skater is glowing
Survey 3:	Nothing! I love it!
Survey 4:	I think its great
Survey 5:	Not much - I think there's good balance.
Survey 6:	More strategic placement of stars would be nice. They're just kind of thrown everywhere - i like the way it looks, but I think if they framed the derby girl better it could be more organized.

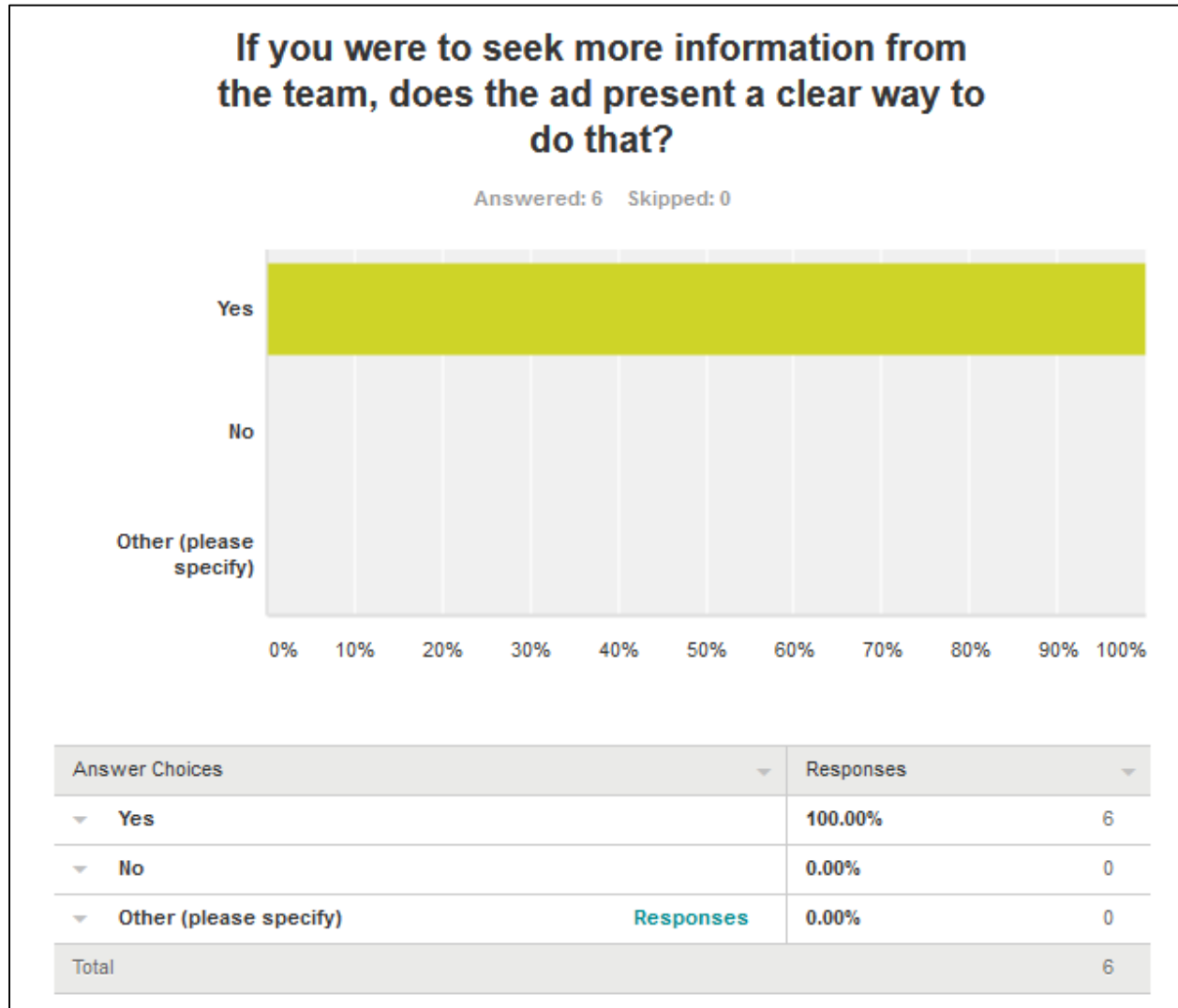
Question 4: What is the ad communication? Is it clear?

Survey 1:	Yes - the ad wants people to go to the game.
Survey 2:	very clear - the team has their first game of the season
Survey 3:	Yes, quite clear. The team is advertising for its season opener, the Palouse River Rollers All-Stars.
Survey 4:	Roller derby - which is cool. It's bold and bright.
Survey 5:	Season Opener! And I like how it says the "Palouse River Rollers All-Stars Presents..." thats a great way to word it. Sounds fancy and official - makes it more interesting.
Survey 6:	Very clear - SEASON OPENER! I like the caps and bold font, there's no confusion here. That's an element of a really clear poster.

Question 5: Is there a clear call to action? What is the ad asking you to do?

Survey 1:	You can get advance tickets, more information, but most of all, go to the game!
Survey 2:	very clear - go to the game, buy advance ticets, and theres an afte rparty
Survey 3:	It's not a direct call out, like "go buy tickets today!" but I like that it's more discreet and more focused on good design and building interest through good design - it's more like, "this poster is cool, roller derby is awesome, and here's where you can buy advance tickets!"
Survey 4:	It's kind of clear - it's not saying "GO TO THE GAME" but it's clear it's advertising for the game and selling tix
Survey 5:	Yes, very clear. The poster is telling people to go to the game - the season opener.
Survey 6:	Go to the game! It's clear - and it's clear it's about roller derby, so that's great.

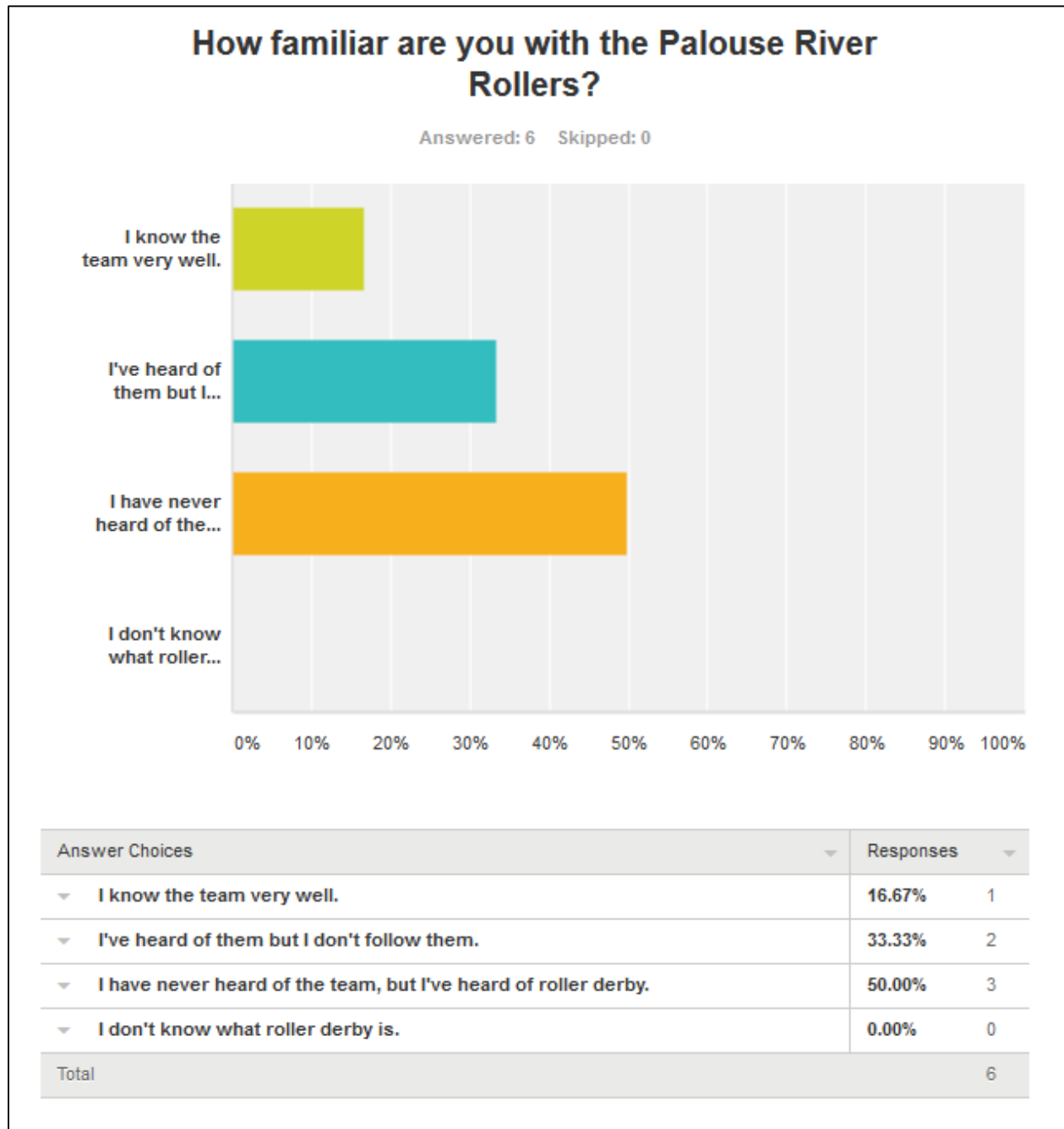
Question 6:



Question 7: Do you have any other comments about the piece?

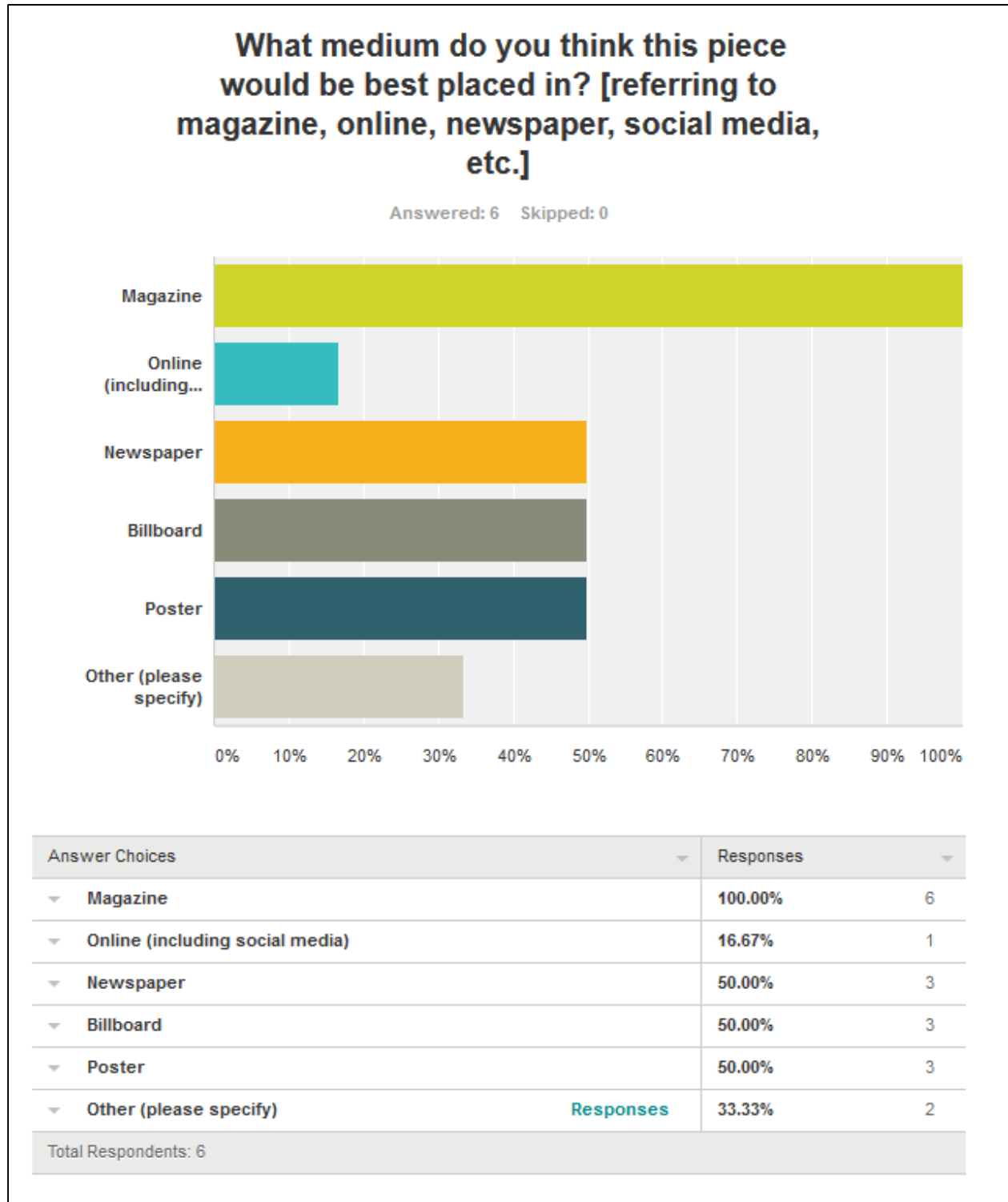
Survey 1:	no
Survey 2:	like it a lot - i would want to go based on that design
Survey 3:	Like it a lot! Really makes me want to come see the game - the season opener! :)
Survey 4:	no
Survey 5:	Like it!
Survey 6:	Cool design - I like the shimmery, cosmic background behind the words, but I really like how that background doesn't extend past the words and title - that would be too much.

Question 8:



September Magazine Ad:

Question 1:



Question 2: What are your thoughts on the color scheme?

Survey 1:	I like it - it blends the retro feeling of roller derby with a fresh design perspective.
Survey 2:	Love it! It's so pretty!
Survey 3:	It's okay - a lot of blue.
Survey 4:	I love it - I like the color scheme is pulled from the team logo.
Survey 5:	Love it - matches PRR's colors.
Survey 6:	Love the color scheme, strong and well themed.

Question 3: What do you think could be improved upon? [to increase clarity, design perspective and/or balance, etc.]

Survey 1:	I can't think of anything - i think it's clear and well designed.
Survey 2:	I think it's perfect - it's artistic, well-designed and communicates well.
Survey 3:	I dont love how everything is in capital letters.
Survey 4:	I like the design - I feel like there's wasted space on the left side, but the geometric design is neat.
Survey 5:	Wish the derby girl was in color.
Survey 6:	I love the skater in black and white, but she would pop more in color.

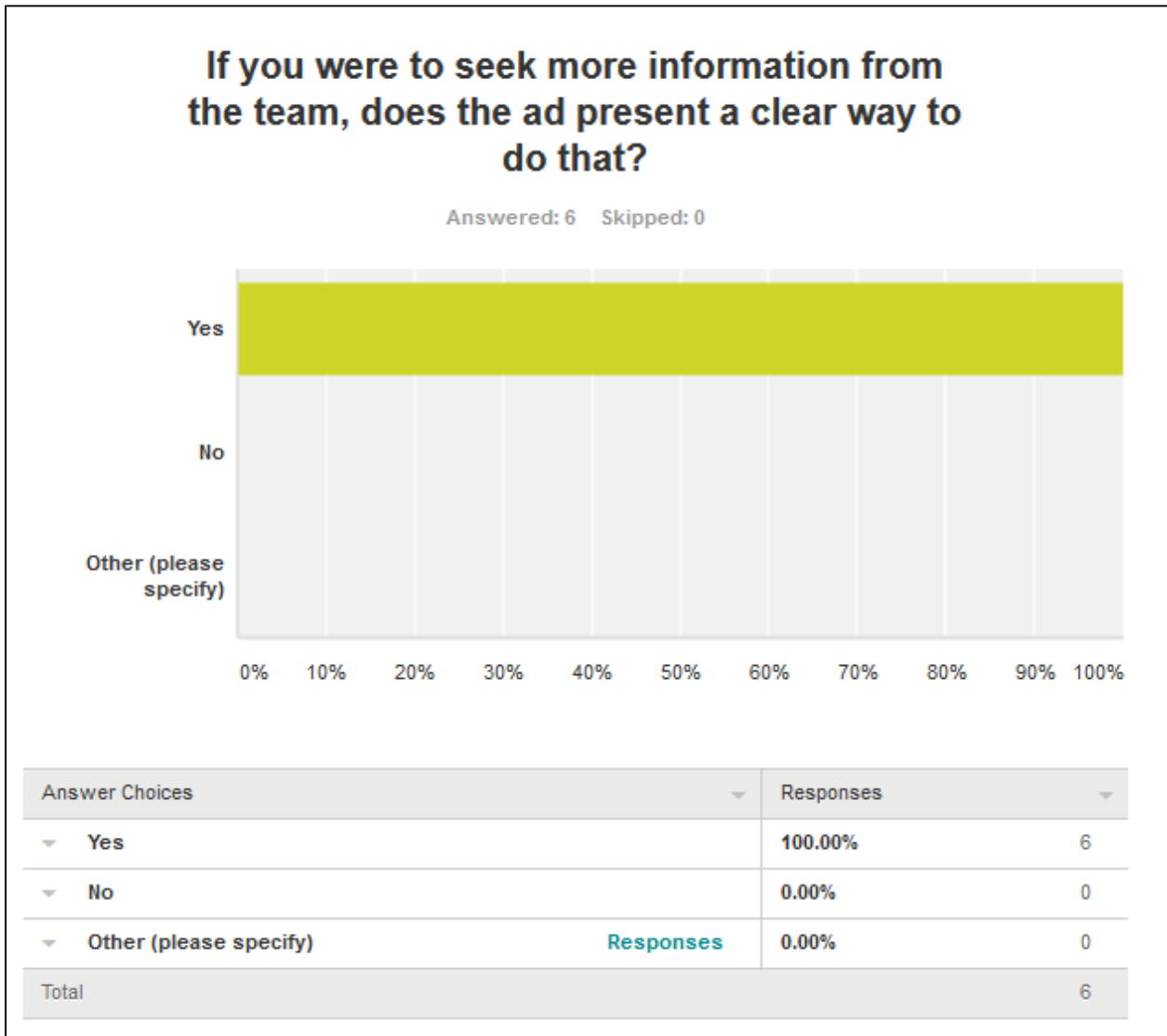
Question 4: What is the ad communicating? Is it clear?

Survey 1:	Very clear. The team is advertising for a bout coming up, and telling people about fresh meat.
Survey 2:	I love the layout and how it gives so much information in such a well-designed way.
Survey 3:	Yes, very clear.
Survey 4:	The team has a game and is recruiting new skaters/
Survey 5:	Yes - they want us to go to the game or skate in Fresh meat.
Survey 6:	Yes - the team is recruiting new skaters and advertising for a game coming up.

Question 5: Is there a clear call to action? What is the ad asking you to do?

Survey 1:	Yes - see above answer. <i>[pertaining to the Survey 1 answer on Question 4]</i>
Survey 2:	yes! telling us about the game and about how to join roller derby.
Survey 3:	Wants us to go to the game, purchase advance tickets online at the URL given, and then join the new class of derby - freshmeat.
Survey 4:	By tix and start skating!
Survey 5:	What Freshmeat is could be clearer - i know the team well so I know, but others might not.
Survey 6:	There is - buy tickets! that's what every league wants.

Question 6:



Question 7: Do you have any other comments about the piece?

Survey 1:	It could be good to have at least one actual address for the social media pieces - like twitter handle or a hashtag for more clarity.
Survey 2:	Love it!
Survey 3:	I like it - wish there were more colors, but I think it's very well designed.
Survey 4:	Like it!
Survey 5:	Love it!
Survey 6:	Love the piece - would look great online too.

Question 8:

