Indiana Horizontal Construction Industry Campaign

Logo & Tagline Perception Panel Testing
Welcome. Please read below before beginning this brief survey. This survey will include the review of proposed logo marks and taglines based upon the goals of the organizations. We would appreciate your thoughts and opinions throughout this survey.

Associations representing the Indiana Horizontal Road Construction industry have joined together to launch a campaign focused on gaining awareness for jobs and careers in the horizontal road construction industry. The goal of the campaign is to ultimately recruit candidates who may have otherwise not known about the availability and types of jobs in the industry. The campaign will promote jobs in everything from civil engineering to management to in the field, hands on construction.

The campaign is primarily targeted to high school aged students and their influencers (parents, guidance counselors, etc.) in the state of Indiana.

The logo and tagline should be evaluated with these target audiences in mind. The use of “IN” in the logos and taglines is meant to represent both the word “in” and the state abbreviation for Indiana, “IN.”
Brand Perceptions

Age:

- 15-18 – 79.76% of High School Panel Panelists
- 18-34 – 20% of High School Panel Panelists / 23% of High School Parents Panelists
- 35-54 – 58% of High School Parents Panelists
- 55+ – 18% of High School Parents Panelists
## Brand Perceptions

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>5%</td>
</tr>
<tr>
<td>10</td>
<td>18.5%</td>
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<tr>
<td>11</td>
<td>30%</td>
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<tr>
<td>12</td>
<td>46%</td>
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</tbody>
</table>
## Brand Perceptions

**Parents of High School Students By Grade**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>27%</td>
</tr>
<tr>
<td>10</td>
<td>29.5%</td>
</tr>
<tr>
<td>11</td>
<td>20%</td>
</tr>
<tr>
<td>12</td>
<td>24%</td>
</tr>
</tbody>
</table>
## Brand Perceptions

### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage of High School Students</th>
<th>Percentage of Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>21%</td>
<td>41%</td>
</tr>
<tr>
<td>Female</td>
<td>78.5%</td>
<td>58%</td>
</tr>
</tbody>
</table>
Brand Perceptions

What is Logo 1 communicating to you?
Brand Perceptions

- Construction
- Construction work
- Logo for company that builds roads
- Motorsport shop
- Restaurant
- Working on roads
- Advertisement for road construction jobs
- Clothing brand
- Too vague/don’t know
- Indiana is working on its roads
- Need more labor workers
- Hard work
- Gaining awareness for jobs
- Road work is being done
- Work on roads
Brand Perceptions

What is Logo 2 communicating to you?
Brand Perceptions

- Company that repairs roads
- Organic fruit and veggie company
- Better roads
- Building roads is a decent line of work
- Construction is happening on roads
- Get a job in road construction
- Helping build roads is beneficial
- Roads are important
- Campaign for improvement of Indiana roads
- Improvement of roads in Indiana
- Teachers and parents help build the roads that lead to your success
- Get a job that will benefit your life
- Road work
- The state needs manual labor
Brand Perceptions

What is Logo 3 communicating to you?
Brand Perceptions

- A better path for the future
- Company that works on roads
- A road map
- Ad for use of taxes on roads
- An educational program
- Better pavement
- Better roads
- Create your own path
- Design new roads
- Fix the roads

- Go to college
- Help make the future of roads
- You have a larger role in your future
- Making a way to a brighter future
- Pave the future / Paving the roads
- Road work
- Seek the kind of work that you like
- Take the short cut
Brand Perceptions

What is Logo 4 communicating to you?
Brand Perceptions

- A company innovating new ways to build roads
- San Francisco area trying to promote roadway and bridges being paved
- Engineering or architecture company
- Bridge to the future
- Build the future
- Choose the best path to make a better future for yourself
- Guidance for child's future path
- Confusing because only see the bridge and you don't pave a bridge
- The bridge that leads to success
- Work in roads and make them better
- Bridge building company
- Making better bridges for our children
- New roads will take you to new places and opportunities
- Paving new roads for the future
- Road work is the future of our country
- We need to pave our roads
Brand Perceptions

Which logo is most appealing to the high school age demographic?

HS Students – 5%
Parents of HS Students – 17%
Total – 11%

HS Students – 31%
Parents of HS Students – 12%
Total – 22%

HS Students – 41%
Parents of HS Students – 54%
Total – 48%

HS Students – 21%
Parents of HS Students – 16%
Total – 19%
Brand Perceptions

Which logo best communicates a sense of accomplishment, making a difference in your community, and personal growth?

- **HS Students – 1%**
  - Parents of HS Students – 9%
  - Total – 5%

- **HS Students – 17%**
  - Parents of HS Students – 11%
  - Total – 14%

- **HS Students – 57%**
  - Parents of HS Students – 63%
  - Total – 60%

- **HS Students – 24%**
  - Parents of HS Students – 17%
  - Total – 21%
Brand Perceptions

Which logo best communicates taking charge of your future, doing something different, standing out?

HS Students – 7%
Parents of HS Students – 9%
Total – 8%

HS Students – 38%
Parents of HS Students – 17%
Total – 28%

HS Students – 25%
Parents of HS Students – 48%
Total – 36%

HS Students – 30%
Parents of HS Students – 26%
Total – 28%
Brand Perceptions

Which logo best communicates achievement, professionalism, and pride?

- **HS Students** – 13%
  - Parents of HS Students – 9%
  - Total – 11%

- **HS Students** – 10%
  - Parents of HS Students – 10%
  - Total – 10%

- **HS Students** – 55%
  - Parents of HS Students – 70%
  - Total – 62%

- **HS Students** – 21%
  - Parents of HS Students – 12%
  - Total – 17%
Brand Perceptions

Please rate from highest to lowest the tagline that BEST communicates the goals of gaining awareness for the availability of jobs and recruiting candidates to the road construction industry.
Brand Perceptions

TAGLINES (based on which were selected as #1)


You’ve got the drive. We’ve got the road.

Dream bigger. Drive harder. Do more.

Imagine tomorrow. Build it today.

HS Students – 36%
Parents of HS Students – 43%
Total – 39%

HS Students – 14%
Parents of HS Students – 24%
Total – 26%

HS Students – 21%
Parents of HS Students – 22%
Total – 21%

HS Students – 29%
Parents of HS Students – 22%
Total – 26%
Brand Perceptions

Which logo and tagline combination best communicates the mission and vision as shared?

2. Imagine tomorrow. Build it today.
3. Imagine tomorrow. Build it today.