



MEDIA NA

CAMPAIGN
RECALL
MEASUREMENT



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CAMPAIGN

Advertiser

PIVOVARNA LAŠKO UNION



M E D I A N A

Year	2026
Week	24
Sample size	301
Nr. of posters	240
Format	400x300
Campaign start date	21. maj 2026
Duration (days)	14

01

Photographs of the campaign

<https://photos.app.goo.gl/F2GpTacetoYaD11f8>

Distribution of posters on the map of Slovenia.

https://mobile.eurolakat.si/foto/eps_mediaplan.aspx?akcije=QCS3T|3ELKK|

RECALL

Have you recently noticed the poster or series of posters shown here?



M E D I A N A

70,2%

...of respondents noticed the poster or series of posters.

57,1%

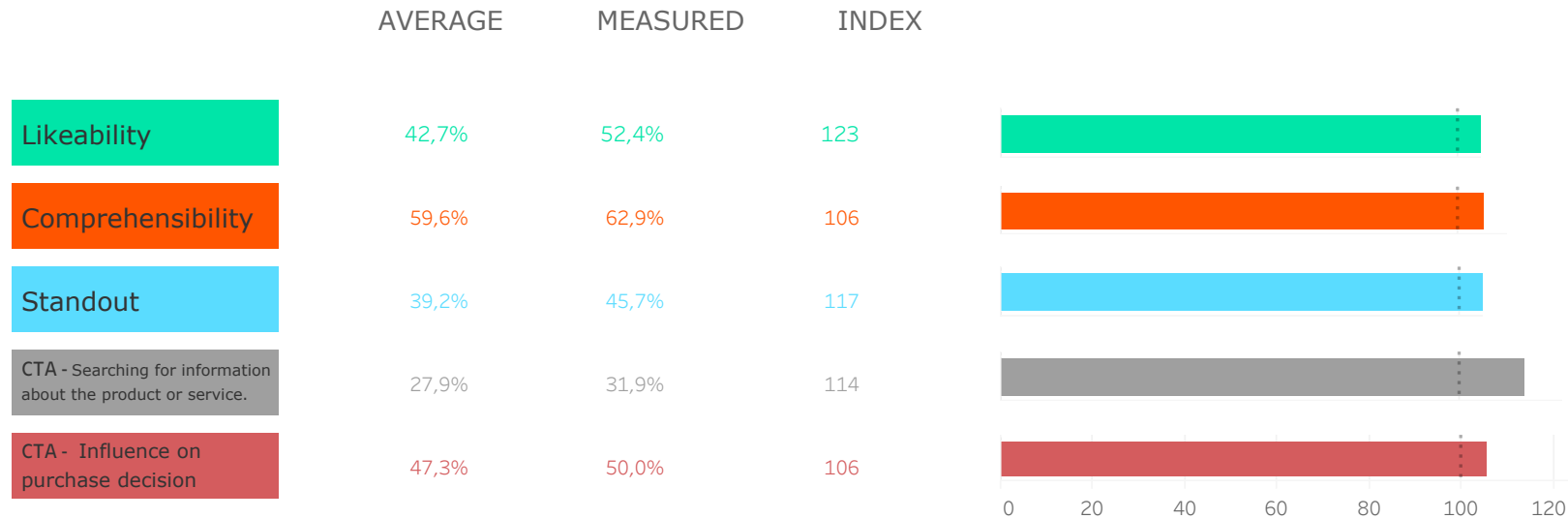
...is the average measured recall of comparable campaigns in the product category.

INDEX

123

02

RATINGS



Please rate to what extent you agree with the following statements about this ad.

The percentages shown represent respondents who agree or strongly agree with the statement.

- 1) I like this ad.
- 2) The message of the ad is understandable.
- 3) This ad is more noticeable than other ads.
- 4) This ad encouraged me to look for more information about the product or service on the internet or through other channels.
- 5) If I were currently deciding to purchase a similar product or service, I would also consider the advertised offer.

03

RECOGNITION

Did you remember the advertiser or brand featured on the poster? The BRAND / ADVERTISER IS (please specify):



M E D I A N A

91,3%

...of respondents believe they recognise the brand or advertiser.

89,8%

...of these respondents correctly name the brand or advertiser.

Most frequent incorrect mentions:

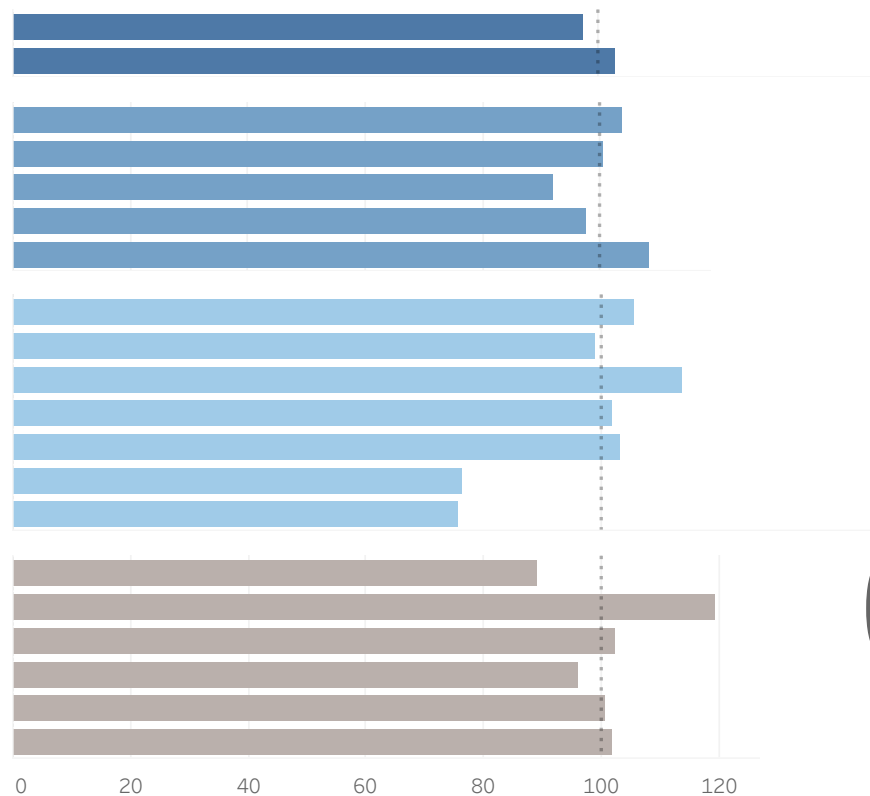
ISOTONIC
ISOOTONIC EUROSPIN

04

DEMOGRAPHICS



	RECALL N	%	REL. %	INDEX
Male	107	68,3%	50,7%	97
Female	104	72,2%	49,3%	103
15-24	32	72,7%	15,3%	104
25-34	38	70,4%	18,0%	100
35-44	44	64,4%	20,8%	92
45-55	46	68,4%	21,9%	97
55-64	51	75,9%	23,9%	108
Pomurska, Podravska	47	74,1%	22,2%	106
Koroška, Savinjska, Zasavska	38	69,5%	18,1%	99
Spodnjeposavska, JV Slovenija	25	79,8%	11,9%	114
Osrednjeslovenska	58	71,4%	27,4%	102
Gorenjska	22	72,5%	10,2%	103
Goriška	9	53,5%	4,1%	76
Notranjsko-kraška, Obalno-kraška	13	53,1%	6,1%	76
up to 600	13	62,5%	6,1%	89
601-800	16	83,6%	7,5%	119
801-1000	19	71,8%	9,2%	102
1001-1400	52	67,3%	24,6%	96
1401+	86	70,5%	40,7%	100
I don't have my own income.	25	71,4%	11,8%	102



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THANKS!

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