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# Captive Media Test Campaign Results **Drinkaware**

London  
March 2012

## Captive Media ran a trial campaign for Drinkaware on its interactive washroom units over a six-week period in early 2012



- **Objective:** Assess effectiveness of Captive Media's Washroom engagement marketing system in raising awareness of Drinkaware and its messaging among drinkers
- **Location:** *The Exhibit* bar in Balham, London
- **Duration:** Six-weeks of campaign run-time from Jan-16 to Feb-26
- **Medium:** Captive-Media units in the male and female washrooms. Five units in total – 4 in the men's, 1 in the women's
- **Measurement Method:** Intercept interviews of customers
  - 87 interviews – 56 male, 31 female
  - 4 separate nights in January and February

## The Campaign

The campaign comprised four images from Drinkaware's 'Why Let Good Times Go Bad' campaign (WLGTTGB)...



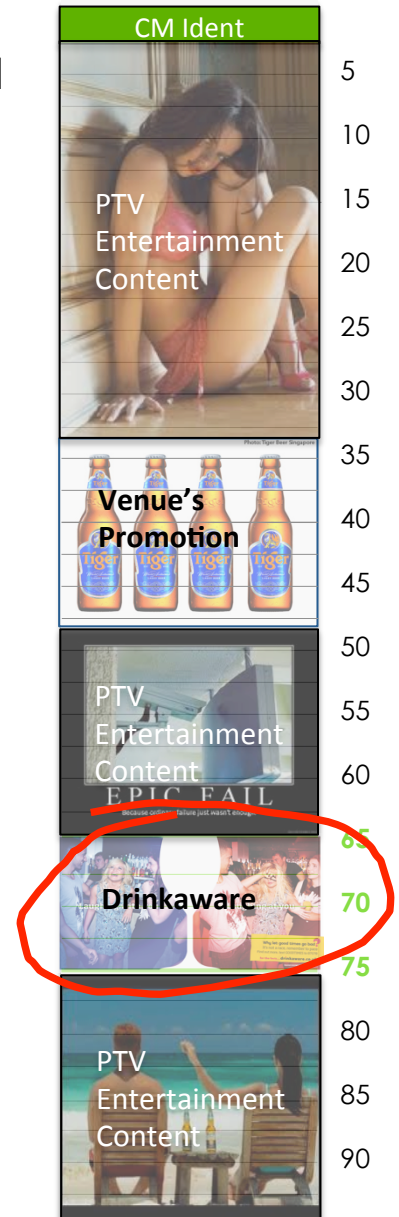
- Four static images, supplied by Ogilvy/Neo. (above)
- Each carried a specific suggestion in addition to its main visual message
  - Pacing yourself when drinking
  - Making every third drink soft
  - Remembering to eat
- Each poster also featured a call to action: find out more by:
  - Visiting the *Drinkaware* website
  - Texting a 5 digit number



**Drinkaware copy displayed in a 10 second slot in a 90 second loop on each Captive Media unit - a total of 64,248 times over the six-week trial**



- 5 Captive Media units: 4 in the men's washroom, located above each urinal, one in the ladies room, located beside the hand drier
- Each unit plays a 90 second loop comprising (see timeline, right)
  - Entertainment content ("PTV")
  - The Venue's own promotions
  - Drinkaware's copy
- *Drinkaware* assets were displayed for 10 seconds once during each 90 second loop
- Captive Media's units, which run Broadsign digital signage software, recorded each play of the asset during the bar's opening hours



## The Game

Captive Media also designed an interactive quiz game featuring facts about alcohol, which was played 12,133 times



- Men played a true / false quiz game called 'Clever Dick' on the units
- Every third question was alcohol-related, and the quiz featured *Drinkaware* details at the bottom of the screen
- The game on average lasts 55 seconds
- Men posted their scores using their mobile phones to a live leaderboard, online at [captivegames.co.uk](http://captivegames.co.uk) - and also displayed on the units. They could also Tweet their scores
- Over the six weeks of the trial, the game was played over 12,000 times, with each impact recorded by Captive Media's system

### Example Alcohol Questions

Guide alcohol intake for men is 3-4 units a day  
Two pints of 4% lager is still under the limit  
Alcohol is a depressant  
Alcohol after a workout can cancel out any gains  
A burger has more calories than a pint of lager  
1 in 3 people order crisps or nuts with a round  
1 in 25 people in England are alcohol dependent  
Excessive drinking is a cause of man-boobs  
Convicted drink-drivers may not get a ban

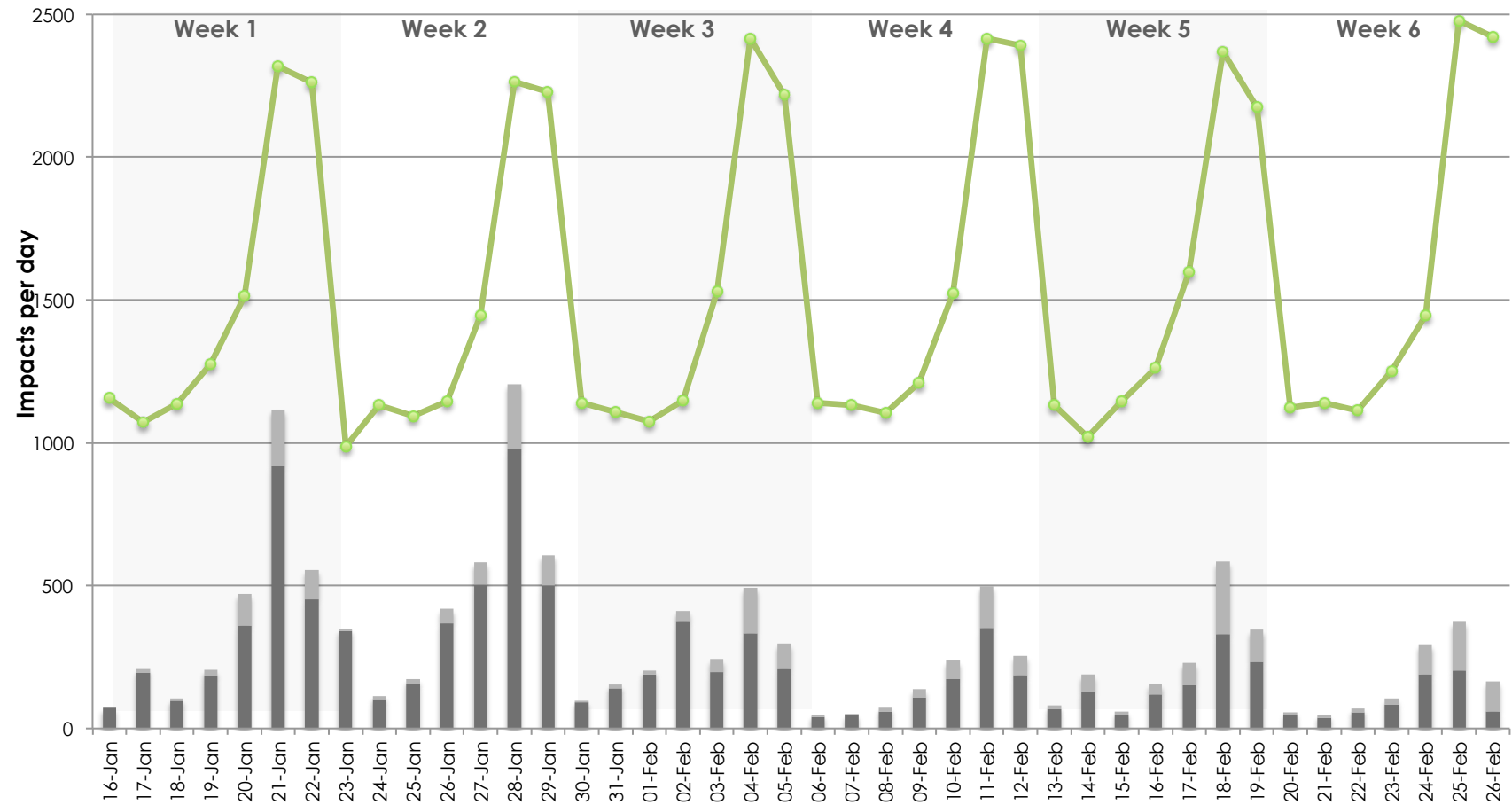
### Answers




Impacts Delivered

The quiz game delivered 12,133 one-minute interactive impacts over the six weeks, and the “WLG TGB” copy had 64,248 display impacts of 10 seconds each

Daily Impacts Delivered Over Six Week Campaign  
*impacts during opening hours*




**Display Impacts:**



**64,248**

**Interactive 1 minute Impacts:**



**12,133**

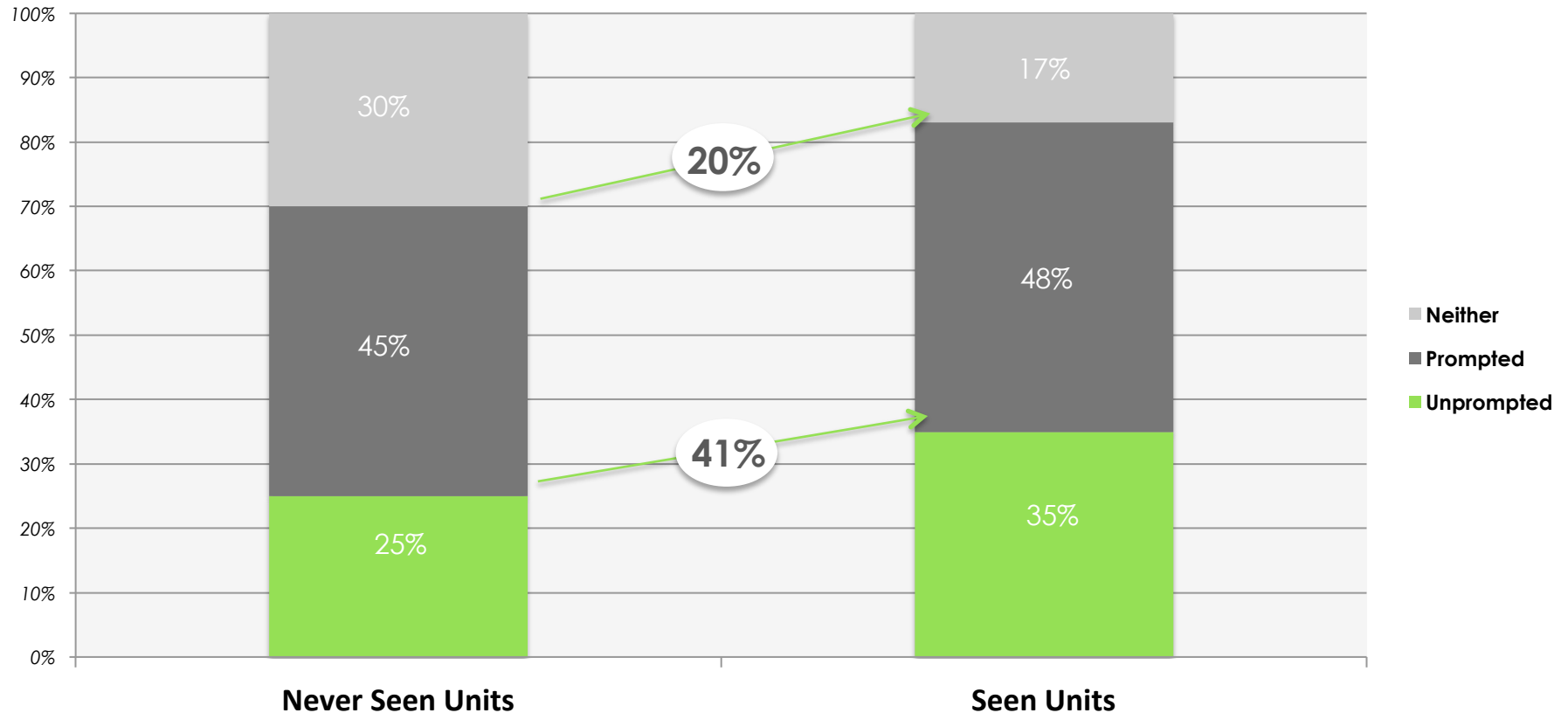
- Women (interactive)
- Men (interactive)

## The Results

**Result: unprompted awareness of Drinkaware as a source of information about alcohol was higher, by 41%, among those who had seen the Captive Media units**

### Total awareness of Drinkaware

% of all respondents

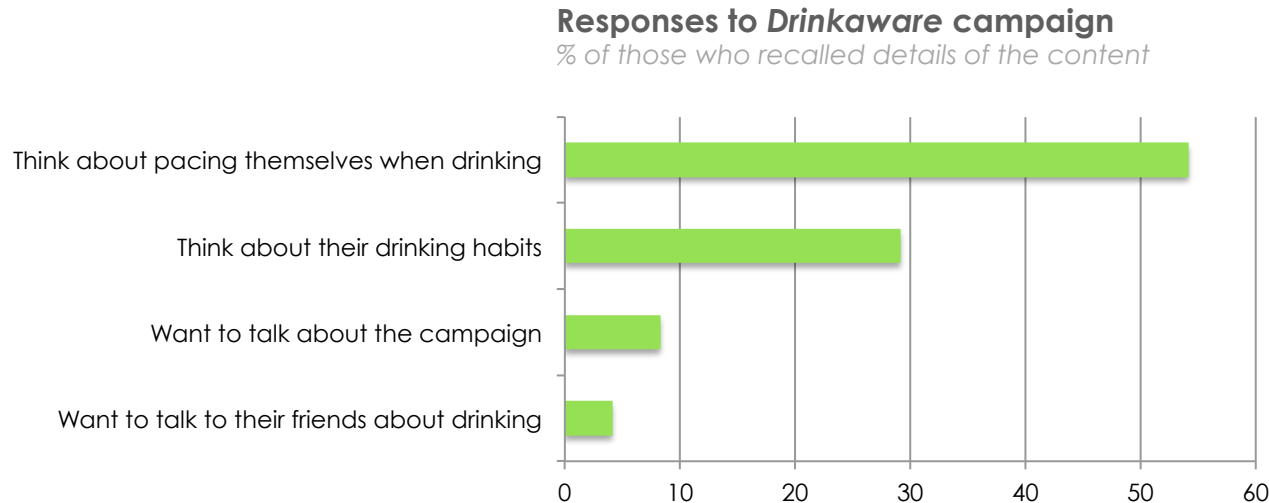


Source: Customer interviews at Exhibit bar over four nights in January, February 2012

Question: "Where would you look for information about the facts on alcohol?"

Sample: 55 responses

## The Drinkaware campaign itself was effective in encouraging people to think about and pace their drinking



- Those who recalled specifics of the Drinkaware copy were asked what messages they took from it
- The campaign was successful in prompting consideration, with over half who noticed it prompted to think about pacing their drinking.



# **Captive Media Ltd**

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