

Engaging 70,000 men per week
during The Ashes

**YOUR
BRAND HERE!**



**CAPTIVE
-MEDIA** CO.UK

Background

The Ashes, one of the biggest sporting events in the UK, will be taking place here in the UK from the 8th July until the 24th August.

For the duration of this event, Captive Media is offering brands the chance to sponsor an exclusive and engaging opportunity to target young males, 18-35, whilst out socialising and enjoying the cricket!

[Captive Media](#)'s interactive screens guarantee engagement with 70,000+ affluent young males every week - commanding their undivided attention for a full minute, and in the social setting of high end bars, clubs and pubs.

Here is a video of how it works: <https://vimeo.com/117017332>



The Game

A brand new, bespoke game designed around The Ashes this Autumn. The idea allows men to control the fate of their own Ashes. Presented with the challenge of scoring enough runs to win the match, men will have to aim to hit the ball, reacting to where the ball is bowled.

Advertising features would include:

- Naming rights to the game.
- Logo presented within the game
- A pre-game advert or start screen.
- A post game 'call to action', probably the most important part of the game



Benefits

- Given the network's proximity to point of sale, Captive Media has always proved extremely effective at increasing sales of brands 'in venue'. See [Captain Morgan example](#)
- The 60 second dwell time also delivers a value exchange and encourages the customer to respond to the 'call to action' (see [here](#) how Anthony Nolan increased their number of donor registrations by 74% during a 14 day campaign). Captive Media works just as well for clients who are looking for brand awareness, or to drive online sales, App downloads or voucher redemptions (see how [MatchPint](#) did it)
- Word of mouth. Due to the nature of our game, customers also 'spread the word' to the friends they are with.



Campaign Details

Locations :

- 158 screens across the UK - see [Captive Media UK venues](#)

Dates & Expected Impacts:

- 1 week between Wed 8th July - Mon 24th August 2015 (5 match days, plus 2 days prior)
- Expected number of confirmed Players : 70,000
(this depends on actual footfall, confirmed via telemetry & reported after campaign)
- 210,000 impressions

Costs

- Nationwide network coverage per test match (7 days): **£9,750**
 - Discount available for entire 5-match series