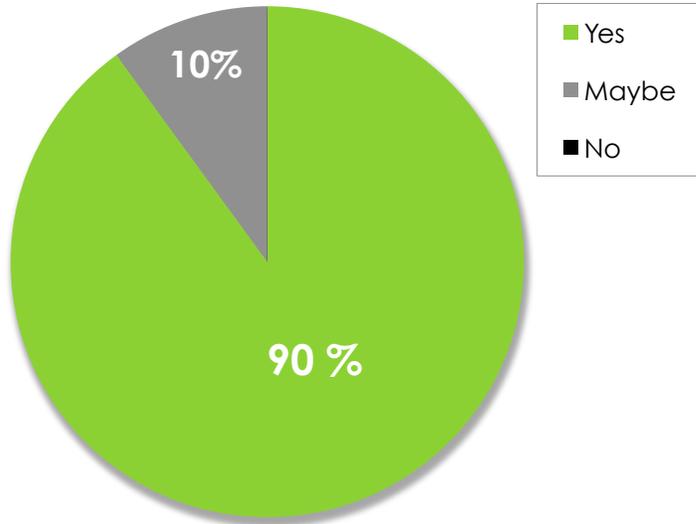


## Talkability

Q; "Would tell their friends about this?"



**Benn Todd** (Cocktail Barman, Ta Bouche)

*"The buzz it's creates is phenomenal. Even at the bar you can hear people talking about it, quite a lot. People come up to me and say, "so what [score] did you get?!" It basically gives the bar staff something to talk to the clients about"*

# Study of Consumer and Staff **Responses** to Captive Media System

Cambridge  
October 2011

## Captive Media ran a survey campaign to gauge the reactions of consumers and professional staff to their washroom marketing system



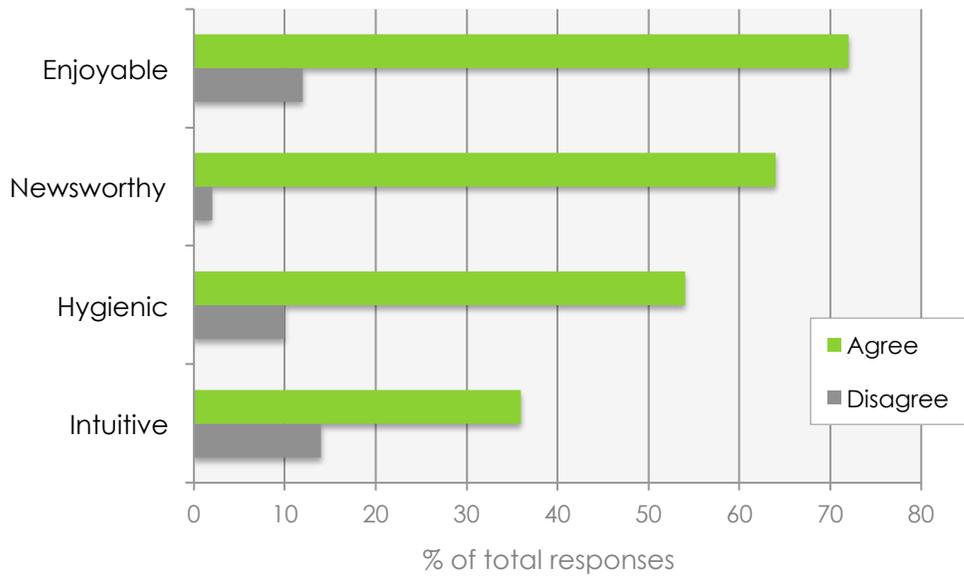
- Objective: Assess customer and staff response to Captive Media's interactive washroom engagement marketing system
- Location: *Ta Bouche* bar in Cambridge town centre
- Method: 159 intercept interviews of male and female consumers and staff, conducted over four months between July and October 2011 by interns from Cambridge University
- Questions tested:
  - 1) Overall Emotional Reaction to system
    - 'What did you think of the system in the washroom?'
    - 'Would it make you stay longer in the venue?'
    - 'Would it make you return to the venue?'
  - 2) Response to system as an advertising medium
    - 'Is it a good place to advertise?'
    - 'Can you recall the content on screen?'
    - 'What impression does this give you of the brands appearing on screen?'
    - 'Would you tell your friends about it?'

## Overall Reactions

# Reactions to the system were overwhelmingly enthusiastic

### Positive Reactions Amongst Consumers

Customers were asked whether they thought Captive Media's system was . . .



"One of the best ideas I've heard of, absolutely genius"

"That is awesome! That is like a man's dream"

"Fun, pleasurable, fulfilling!"

"Genius! Alan Sugar would be impressed"

"Funny, innovative, clever idea"



## Consumers see it as a good place to advertise, and view brands advertised there overwhelmingly positively



Customer, London

*"It's different because so many methods of advertising are kind of passé ... this is different because now it's interactive!"*

"Eye-catching, looked good, entertaining"

It Is A Good Place To Advertise

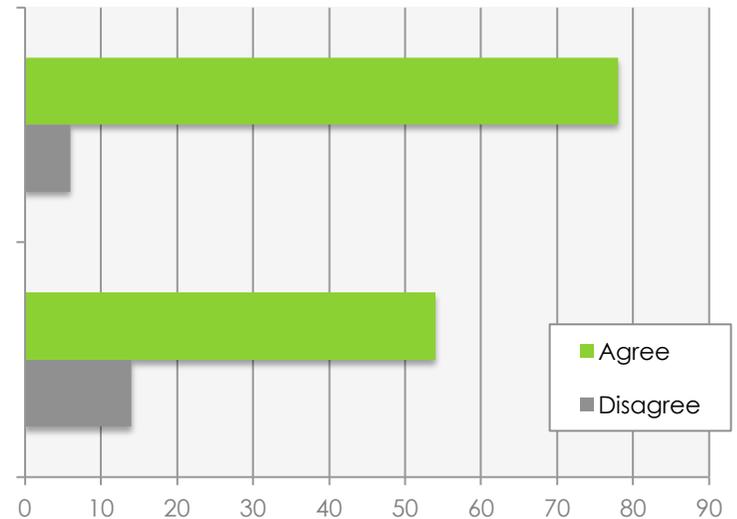
The Advertisements Gave Me A Positive Impression Of The Brands

"The screens caught my eye ... I was watching it even after I'd finished!"

"Well I normally just look at the wall, don't you?"

### Positive Responses To The Ad Content

With regards to Captive Media's system, customers were asked whether they thought . . .



% of total responses <sup>2</sup>

<sup>1</sup> Source: 105 respondents from surveys conducted between July and October 2011

<sup>2</sup> Source: 95 respondents from surveys conducted between July and October 2011

## The Reactions: Content Recall

### Recall rates varied by ad asset, but were up to 80% - much higher than benchmarks for traditional TV and print media

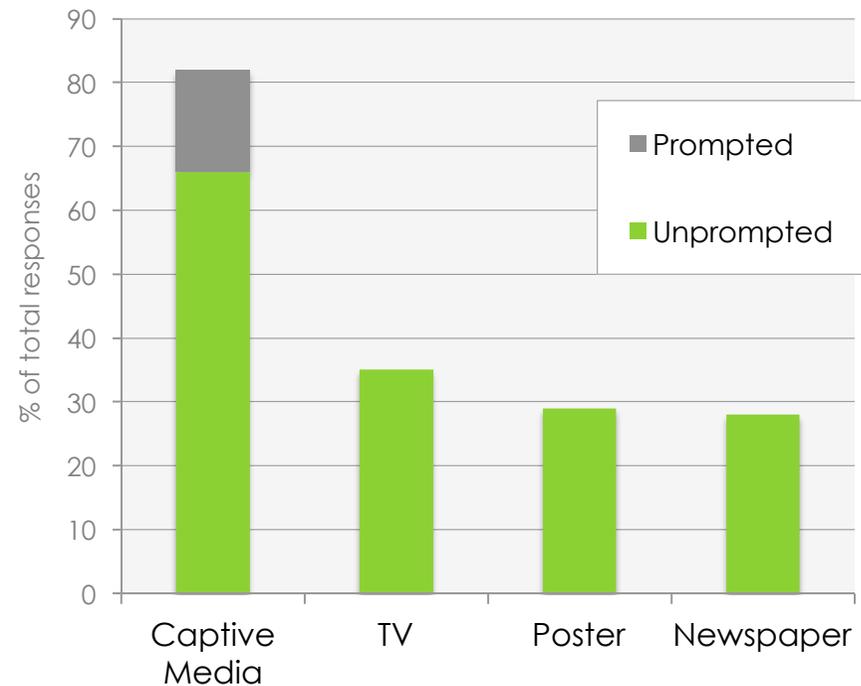
- Customers were asked to recall specific ad content showing on the units



- Recall rates varied by campaign but were in the range of 50-80%, far higher than traditional media
- These figures may reflect the environment in which consumers experienced the Captive Media advertising: uncluttered, with long dwell time
- They are consistent with recent research (JC Decaux) suggesting consumers are 3 times more receptive to advertising messages when they are in a relaxed frame of mind and/or in the evenings

#### Prompted and Unprompted Recall Rates

Customers recall of content on Captive and Traditional Media



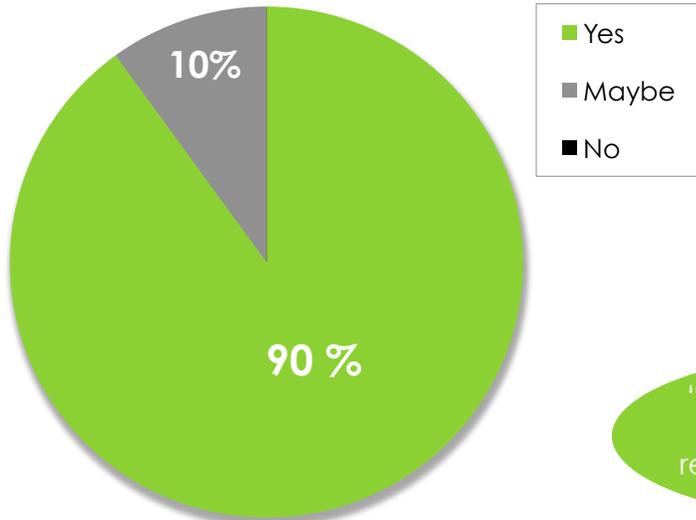
Source: Captive Media surveys conducted between July to October 2011

TV, Poster, Newspaper industry benchmarks, Addirect

# Beyond traditional advertising metrics, Captive Media generates huge 'talkability': 90% said they would tell their friends

## Talkability

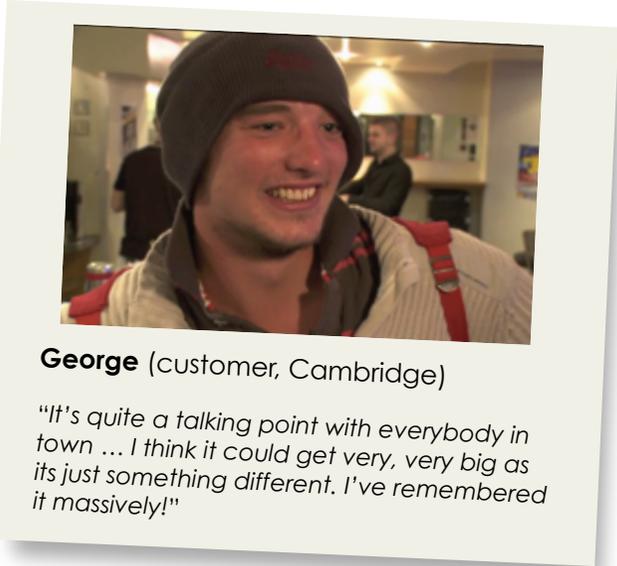
Q; "Would tell their friends about this?"



"Thought it was hilarious when I played last week, so I told these lads here about it!"

"Took a photo and showed my mates!"

"Yes, it was mentioned to me, actually. That's part of the reason I've come down here!"

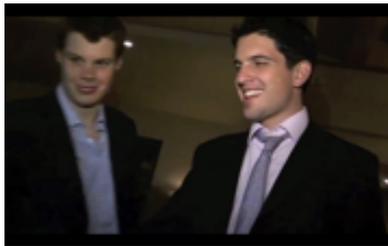


**George** (customer, Cambridge)

*"It's quite a talking point with everybody in town ... I think it could get very, very big as its just something different. I've remembered it massively!"*

"Definitely something you'd be telling your mates about as soon as you came out!"

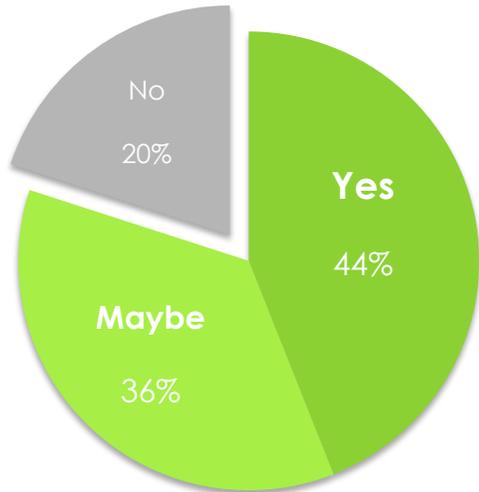
"I bumped into a friend and he was like, 'You've got to play the game!'"



## Captive Media's system generated strong retention on site and loyalty for the venue amongst customers

### Retaining Customers On Site: <sup>1</sup>

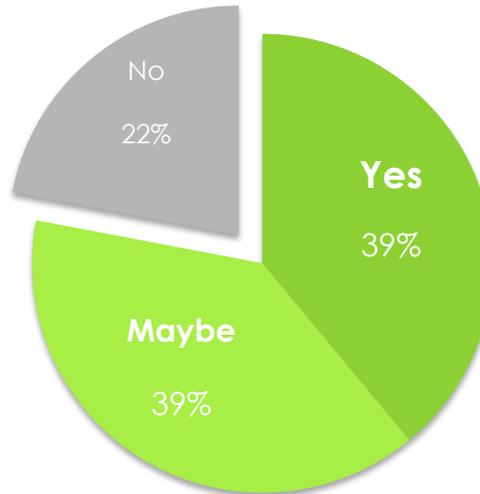
Q: Would you consider staying longer to play the game?



"Would definitely buy another round just to play"

### Loyalty / Repeat Business: <sup>2</sup>

Q: Would you consider returning to the venue to play the game?



"Blokes are blokes, you wanna beat the next guy!"



On the last evening of interviewing for this research, one customer in four said they were there BECAUSE of the game

<sup>1</sup> Source: 45 respondents from surveys conducted between July and October 2011

<sup>2</sup> Source: 44 respondents from surveys conducted between July and October 2011

## Bar management and staff were delighted by the impact of the system – in some surprising ways...

### What Venue Professionals say:

See video interviews at: [www.captive-media.co.uk/venue-owners/](http://www.captive-media.co.uk/venue-owners/)

- **Buzz:** management love the excitement and chat amongst customers and bar staff
- **Sales Impact:** promoted items show strong uplift
- **Hygiene:** the washrooms on average are cleaner
- **Simplicity & Durability:** minimal hassle and maintenance
- **Behaviour:** respect for the washroom facilities increases hugely



**Benn Todd** (Cocktail Barman, Ta Bouche)

*"The buzz it's creates is phenomenal. Even at the bar you can hear people talking about it, quite a lot. People come up to me and say, "so what [score] did you get?!" It basically gives the bar staff something to talk to the clients about"*



**Graham Horner** (Commercial Director, La Raza Ltd)

*"Corona was our number 2 selling beer, and we put a Corona promotion on [the system] for 8 weeks, and sales went up by 200 bottles a week, which I was not expecting. I expected a small increase but not that amount"*



**Elijah Newcombe** (General Manager, Ta Bouche)

*"The one thing I was worried about was the units themselves, as I know how guys can be with games. I honestly thought they wouldn't last more than a month. But they **have** lasted - very well. They are minimal hassle, minimal cleaning... they are just there, and they work. They have exceeded my expectations"*

"People absolutely love them, and my staff love it as well"

"We've heard nothing but great things..."

"It actually chills people out ... makes them respect the toilets a lot more"

## Women were intrigued by the system, and wanted screens and content to watch while queuing



"Well why can't we?  
We'd have been in there  
all night!"

"The lads mentioned it  
so it must have been a  
laugh!"

- Captive Media interviewed women throughout the summer 2011, 28 interviews in total, for their reactions to the system
- Reactions were characterised by intrigue (there was no negative reaction), and demand for screens in the women's washroom, along with suggestions of content for a female version
  - A different issue became apparent for the women's washroom: queuing. *"Waiting for the toilets is boring and awkward ... girls need screens!"*
  - 100% agreed that it was a good place to advertise <sup>1</sup>
  - Content suggestions: hot men, make-up tips, funny videos, celebrities, gossip, fashion, ads for events
- This led to a key realisation: the customer experience is not just about the games but about the range of entertainment content, in which women can participate as well, and demand too!
- As a result, Captive Media installed units in the women's washroom in *Ta Bouche*, and at another trial venue, *The Exhibit Bar* (London); in general these are positioned beside the mirrors and hand-dryers

## Summary/ recap of Key Findings

- Captive Media's surveys show strong enthusiasm for the concept, the units, and the content amongst both customers and staff
- Overwhelmingly, consumers interviewed
  - found the system enjoyable,
  - considered it a great place to advertise,
  - showed strong recall of content displayed,
  - would tell their friends about it, and
  - would consider staying longer at, and in future returning to, the venue because of it
- Amongst professionals, there was praise for the system's simplicity, durability, hygiene, and strong business potential, but predominantly for the enjoyment and buzz amongst customers and staff it generates, and – a surprise finding - the improved behaviour engendered in the washrooms
- Amongst women, reactions to the system were of intrigue and enthusiasm for a female version: Girls have a specific issue : queuing. Captive Media subsequently installed units in the ladies – without the game - but showing with custom content for girls
- Captive Media realised that the entertainment content on-screen, as well as the games, was a vital part of the customer experience with the system: this allows for equal enjoyment and engagement potential for both genders, and widens the scope for advertisers

## Captive Media Ltd

Surprising. Shocking. Amazing.



[www.captive-media.co.uk](http://www.captive-media.co.uk)



[https://twitter.com/#%21/Captive\\_Media](https://twitter.com/#%21/Captive_Media)



<http://www.youtube.com/user/captivevideos>