Captive Media Test Campaign Results
Drinkaware

London
March 2012

CAPTIVE -MEDIA .co.uk

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

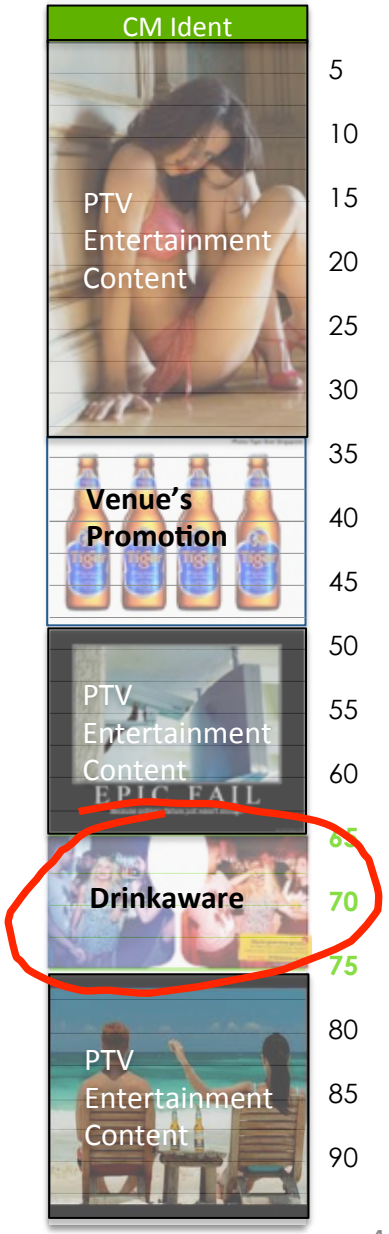
- Objective: Assess effectiveness of Captive Media's Washroom engagement marketing system in raising awareness of Drinkaware and its messaging among drinkers
- Location: *The Exhibit* bar in Balham, London
- Duration: Six-weeks of campaign run-time from Jan-16 to Feb-26
- Medium: Captive-Media units 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 comprised four images from Drinkaware's 'Why Let Good Times Go Bad' campaign (WLGTGB)…

- 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 <u>during the bar's opening hours</u>



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

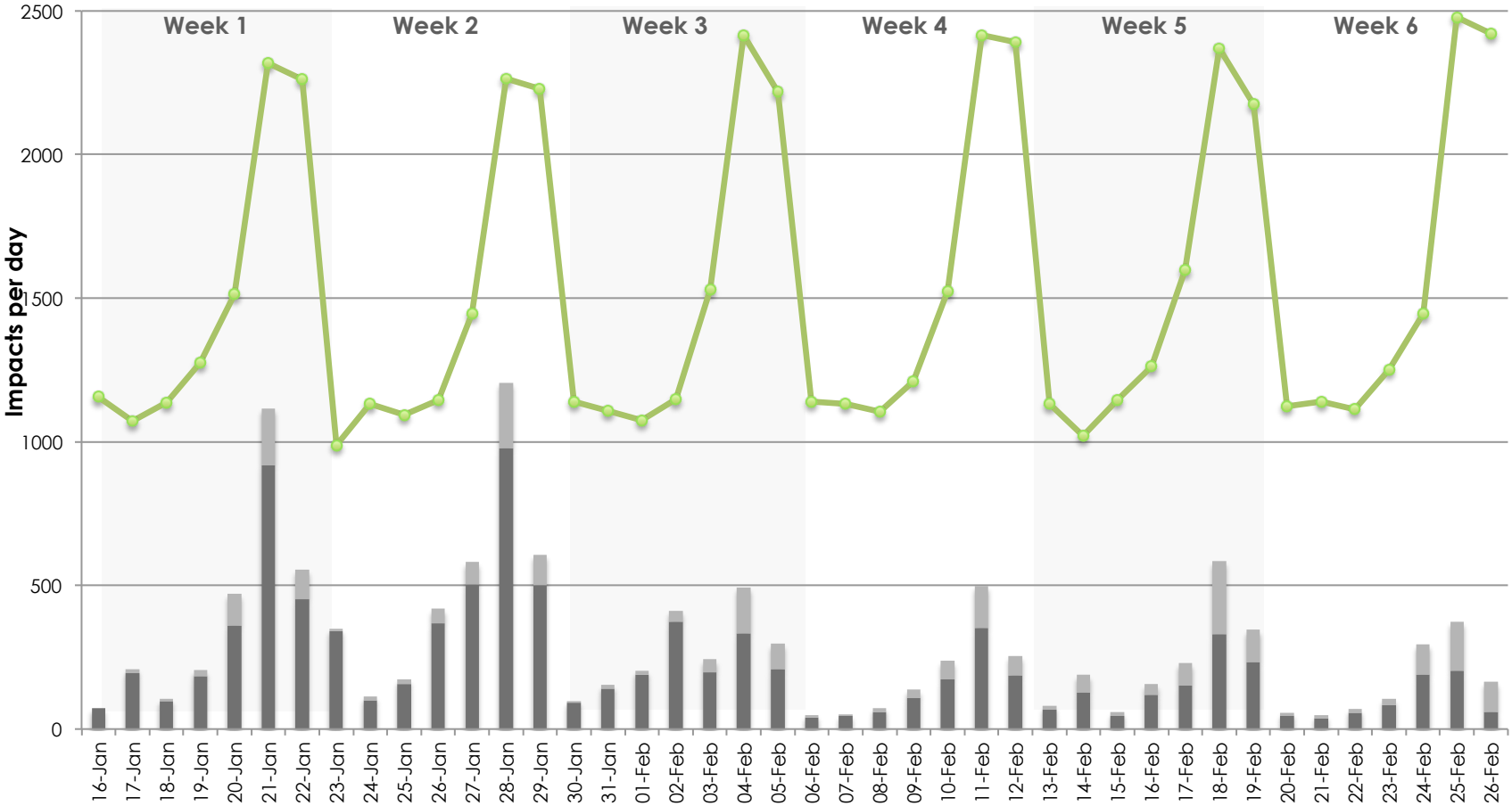
- Men played a true / false quiz game called '*Clever Dick*' on the units
- Every third question was alcohol-related, and the quiz featured *Drinkaware* details at the bottom of the screen
- The game on average lasts 55 seconds
- Men posted their scores using their mobile phones to a live leaderboard, online at captivegames.co.uk - 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	Answers
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	✗

The quiz game delivered 12,133 one-minute interactive impacts over the six weeks, and the "WLGTGB" 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

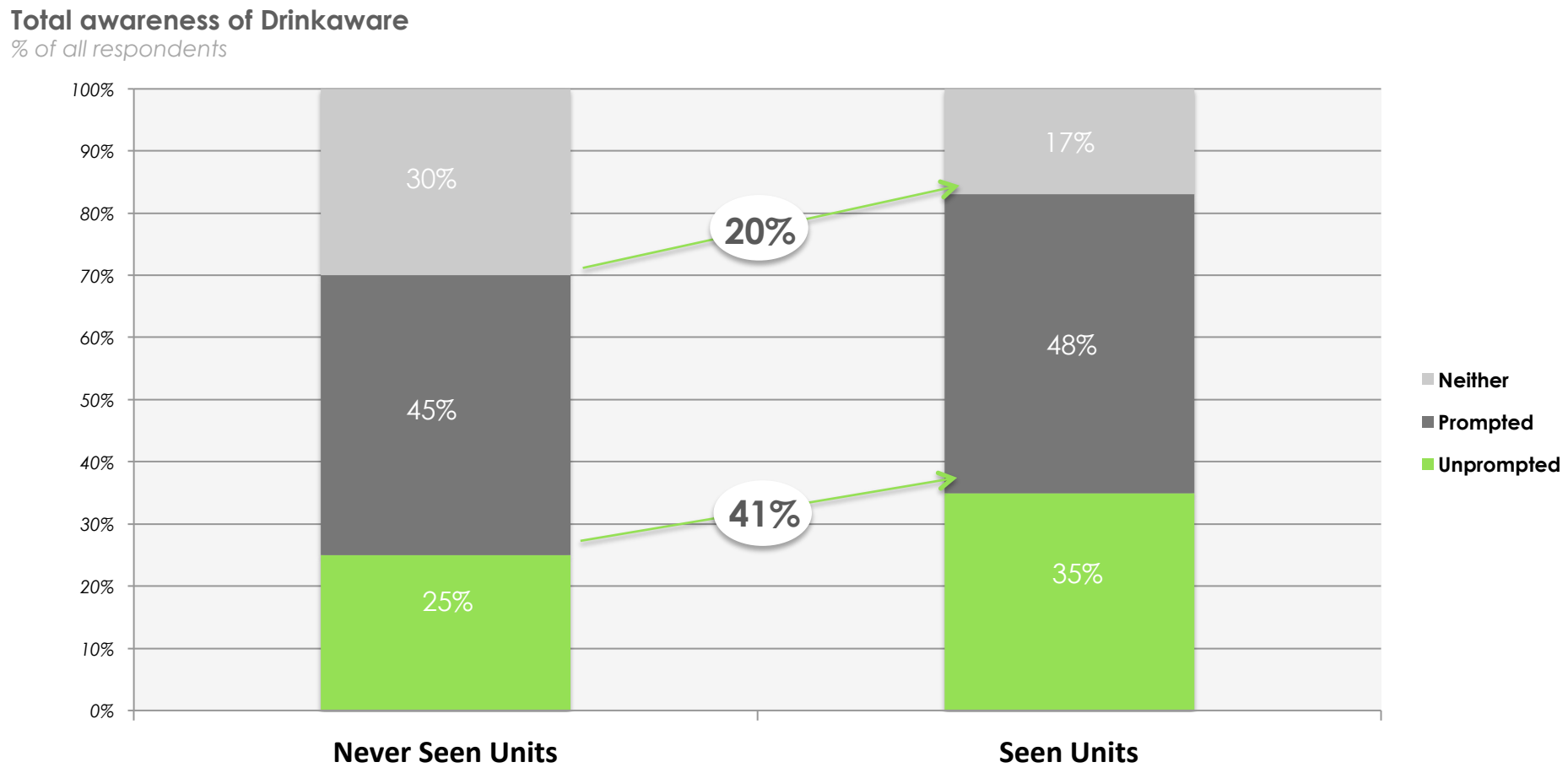
Interactive 1 minute Impacts:

12,133

- Women (interactive)
- Men (interactive)

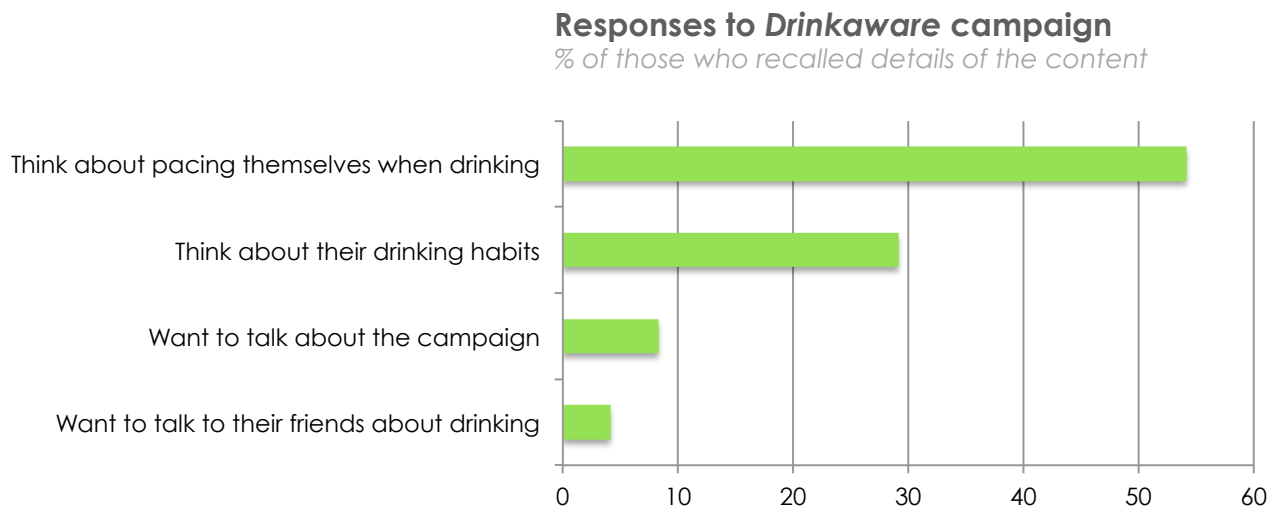
Source: *BroadSign* content monitoring feed

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



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.

Source: Customer interviews at Exhibit bar over four nights in January, February 2012
Question: "Which of the following did the campaign make you do?"
Sample: 24 people who recalled details of the campaign

Captive Media Ltd

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