

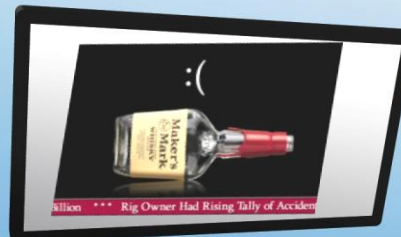
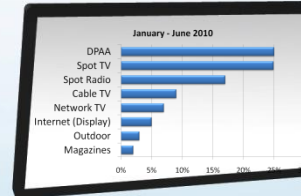


DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

# CASE STUDY SUMMARY

## DIGITAL MEDIA SUMMIT

# 2010



# Rich Simpson, Brand Manager, ROGAINE®, Johnson & Johnson

- ROGAINE® is dominant in their category but they wanted to increase consideration among men with thinning hair and drive quality adoption of their foam product
- ROGAINE® chose to promote in health clubs because
  - Presence of target (active men concerned about physical appearance)
  - Point of use (shower) and point of reflection (mirrors)
  - Educate while reinforcing habit (average 3 workouts per week with 79 minutes of dwell time)

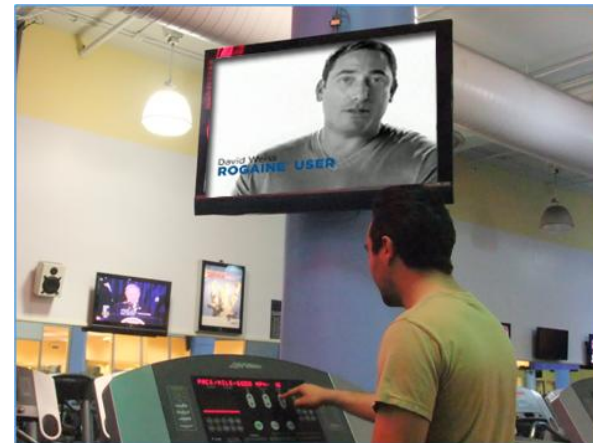
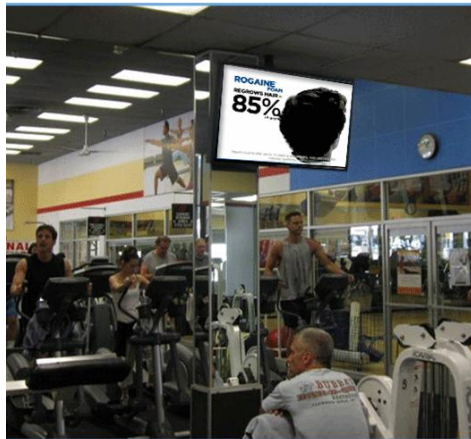


Research data: The Nielsen Company



# Rich Simpson, Brand Manager, ROGAINE®, Johnson & Johnson

- The campaign was a success
  - Strong ad recall: aided (43.9%) and unaided (18.2%) brand awareness
  - Positive impact on brand image: nearly 50% had a more favorable opinion of ROGAINE®
  - Significant lift in purchase intent: 82.3% net positive/neutral impact even among those with existing interest
- Digital place-based is key element of plans & extension of campaign



Research data: The Nielsen Company



# Hotels.com

## Darus Zahm, VP Account Director

### TargetCast TCM

- Hotels.com wanted to specifically promote “welcome rewards” incentive program and “trip for life” sweepstakes
- Hotels.com used screens in office building elevators to reach consumers who:
  - travel more frequently
  - strong skews for online usage at work
  - visit travel related websites

TargetCast  tcm.  
total communications management



 **captivate**  
NETWORK

  
DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

# Hotels.com

## Darus Zahm, VP Account Director

### TargetCast TCM

- The campaign delivered
  - 61% of viewers recalled the ad, 11% higher than network's average
  - Campaign awareness increased by 10%
  - 22% of viewers who recalled the ad visited hotels.com
    - 6% of those either enrolled in welcome rewards or entered sweepstakes
  - Purchase intent saw a 12% lift among business travelers
  - Booked on hotels.com saw a lift of 16%

Research data: Market Tools

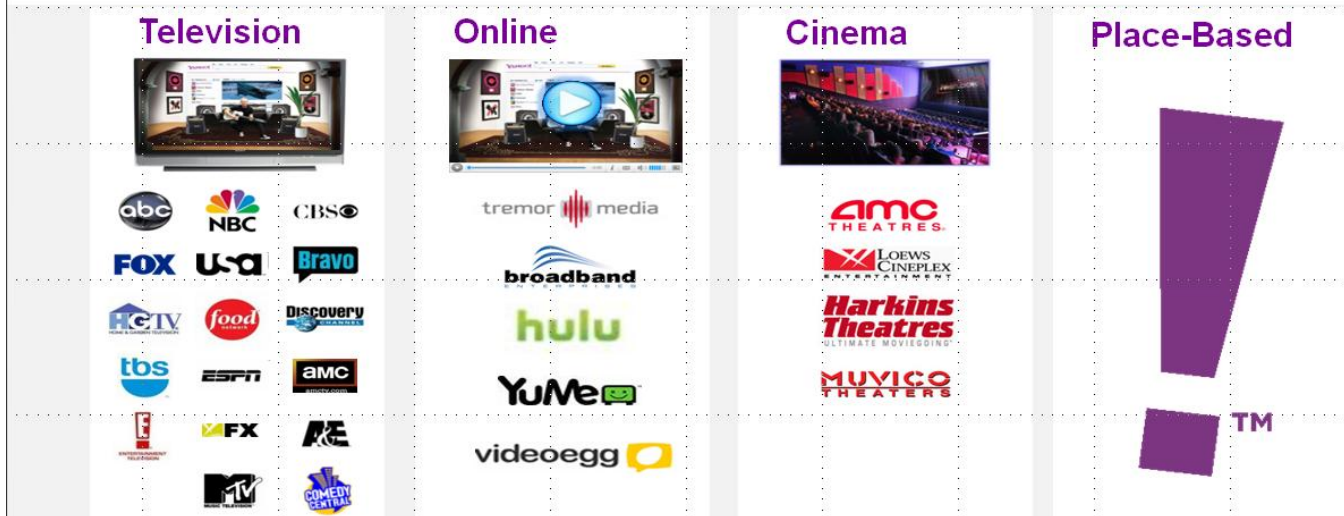


# Yahoo!

Penny Baldwin, Sr. VP Global Integrated Marketing & Brand Management

- Yahoo!'s relevance and differentiation had diminished. They were looking to reinvigorate the brand and recapture greatness
- Yahoo! used video on a variety of platforms to tell its story. Digital Place-based video allowed for better targeting, better context, more relevant creative, more responsiveness, and faster speed to market

## What is the Role of Place-Based Video?



# Yahoo!

Penny Baldwin, Sr. VP Global Integrated Marketing & Brand Management  
The multi-network plan included a variety of venues:

- health clubs
- hotel rooms
- taxis
- gas stations
- malls
- QSRs



The campaign saw very healthy results

- Place-based video drove ad recall (+52%)
- Brand affinity saw a 47% lift
- Usage intent (among those who were aware of the ads) saw a 62% lift
- Likely to recommend Yahoo! to friends (+30%)

Research data: Lieberman Research Group

# Maker's Mark

Tim Meyer, Associate Media Director Starcom

- Communications objectives and strategies
  - Speak to current consumers and new prospects
    - Provide more story, material and depth of content
  - Continue to drive awareness, engagement
    - Create intrigue
  - Recognize that trial is crucial
    - Show thread of the brand (Tradition/Heritage; Quality of brand, package iconography)
- Connect with consumers in environments that
  - Enable story telling
  - Have a strong dwell time
  - Communicate more than just the bottle
  - Drive awareness close to consumption



# Maker's Mark

Tim Meyer, Associate Media Director Starcom

- Within Digital Place-based, reinforce heritage, craftsmanship and brand personality to heighten engagement in the workplace (office building lobbies), pre-happy hour
- Unaided ad awareness increased 83%
- Unaided brand awareness increased 29%
- Viewers recalled specific messaging points
- Garnered largest increase in unaided awareness over magazines, newspapers, online, TV, radio, and direct mail/email in
- Consideration increased 27%

Research data: Brand Keys



# U.S. Army

Dean Jayson, Media Supervisor Universal McCann

- Army's challenges in reaching M 18-34:
  - Fragmented attention
  - Multi-tasking is the norm
  - Increased consumer control – when, where, and how
    - Listen to peers and influencers, not 'the Army'
    - Proactively avoid traditional advertisements
- Leverage entertainment as a platform for delivering Army brand messaging
- Showcase Best Ranger Competition via a touch screen, video enabled Digital Place-based network



# U.S. Army

Dean Jayson, Media Supervisor Universal McCann

## Results

- Distribution: 9,700 venues across all major DMAs
- Game completions: 127,966
- Video clips played: 520,447
- Email registrations: 8,954
- Average time spent: 57 seconds



# Miller Genuine Draft 64

Maureen McCloskey, Dir. Account Services Kinetic

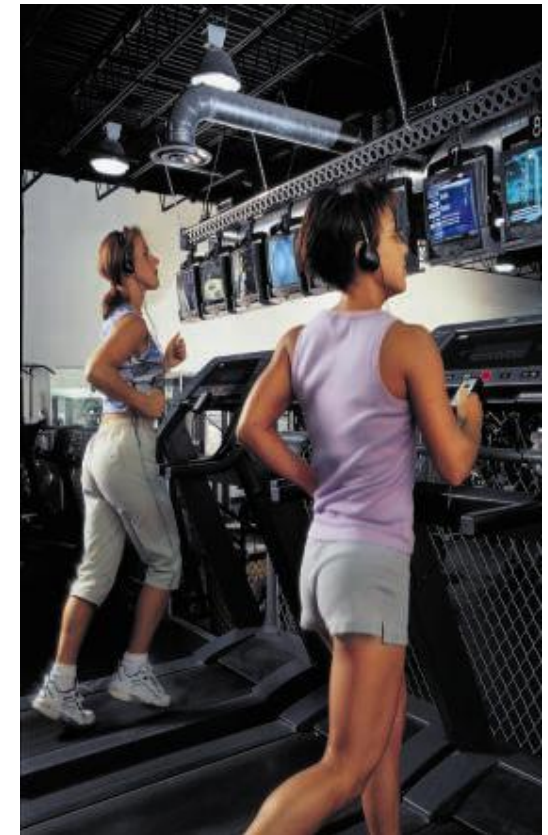
- The MGD 64 brand has a history of association with fitness-related activities, uses fitness themed TV creative
- Fitness consumers 26% more likely to drink 6+ domestic light beers in last 7 days
- Media objective: increase awareness and purchase intent among active, health conscious adults 21-49



# Miller Genuine Draft 64

Maureen McCloskey, Dir. Account Services Kinetic

- Digital Place-based fitness venues were used because of: scale, sight sound motion, measurement, efficiency, frequency and dwell time
- Impact on brand image: Those that recalled MGD64 saw more than a 65% lift in favorable impression of the brand
- Impact on purchase intent: Those that recalled MGD64 saw more than a 60% lift in purchase intent
- Likelihood to recommend: Those that recalled MGD64 saw a 94% lift in likelihood to recommend the brand



Zoom Media & Marketing custom research study, June 2010