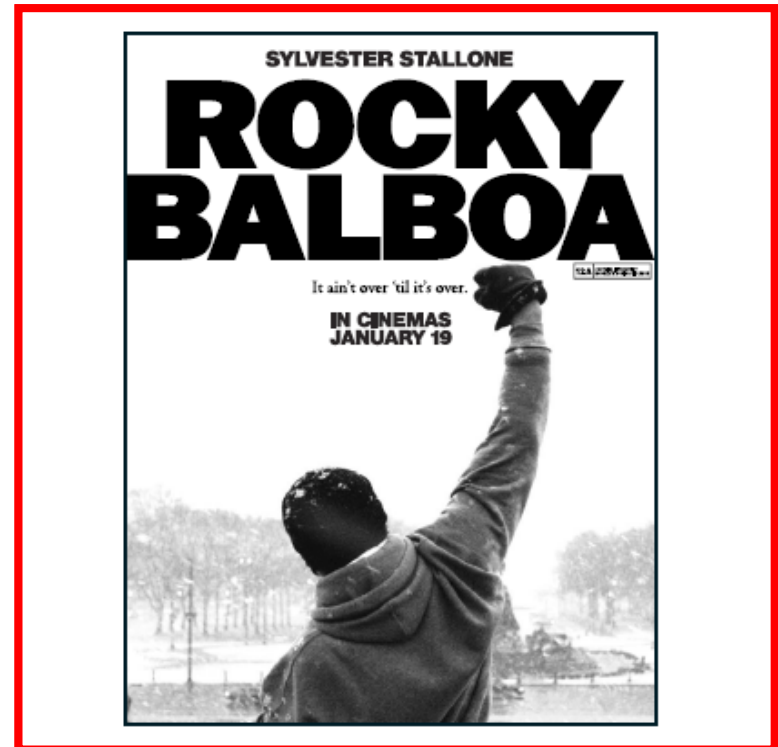




**In Situ Leisure Centres**




**Rocky Balboa  
Campaign Evaluation**

**MDL 3775 January 2007**

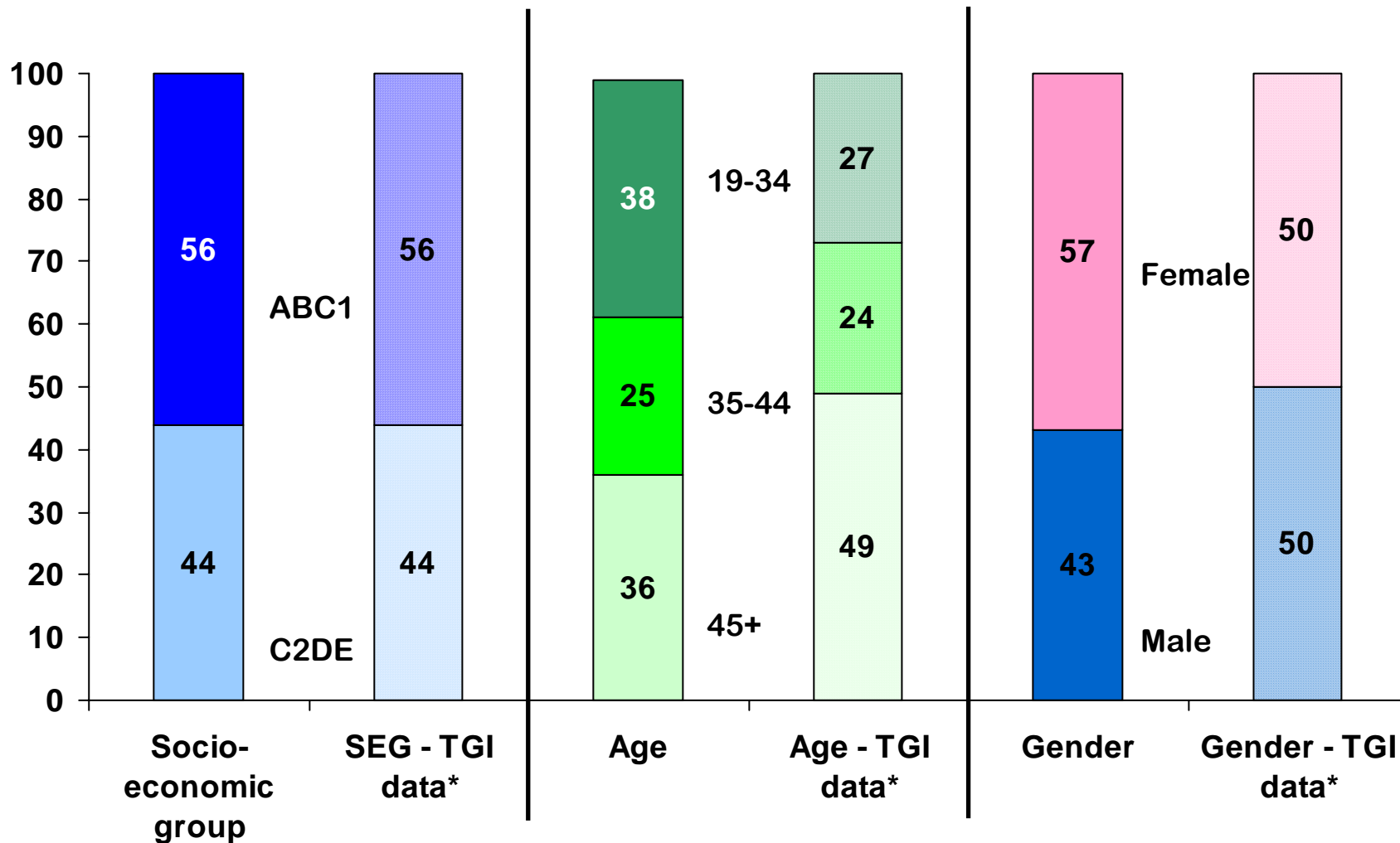


**MARKETING DIRECTION**  
providing business intelligence

**To evaluate the effectiveness of In Situ Leisure Centre 6 sheet posters in delivering audience impacts for the Rocky Balboa campaign.**

-  A random sample of 150 adults was interviewed as they left 4 Leisure Centres, at which the Rocky Balboa campaign had been posted.
-  The Centres were in Newcastle-upon-Tyne, Birmingham, Southampton and Barnsley.
-  Interviewing took place across different weekdays, and covering different times of day, between 8<sup>th</sup> and 12<sup>th</sup> January 2007.

# Demographic Profile



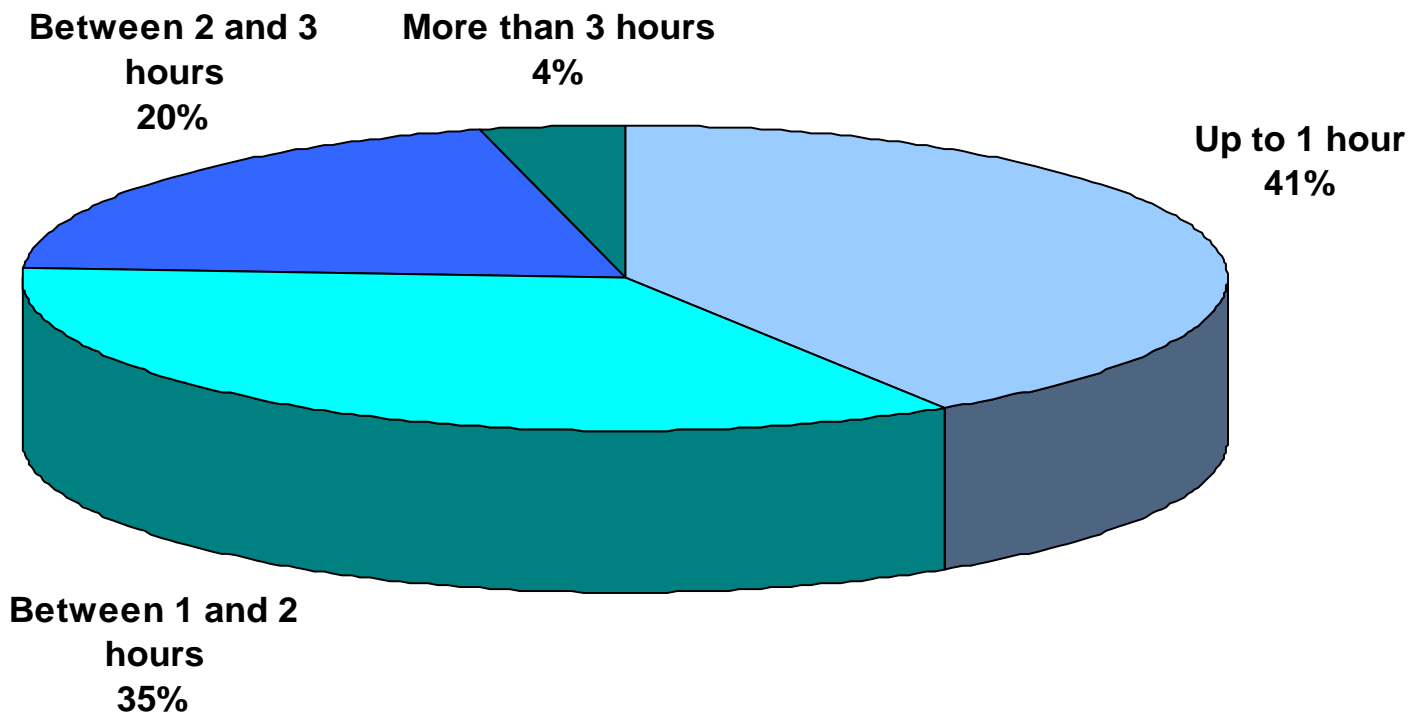
\* TGI data Q4 2006 national profile of frequent Leisure Centre goers



# Length of Time in Centre 'Today'

Q.: About how long were you here for today?

**Mean time = 1 hour 38 minutes**



Total sample (150)

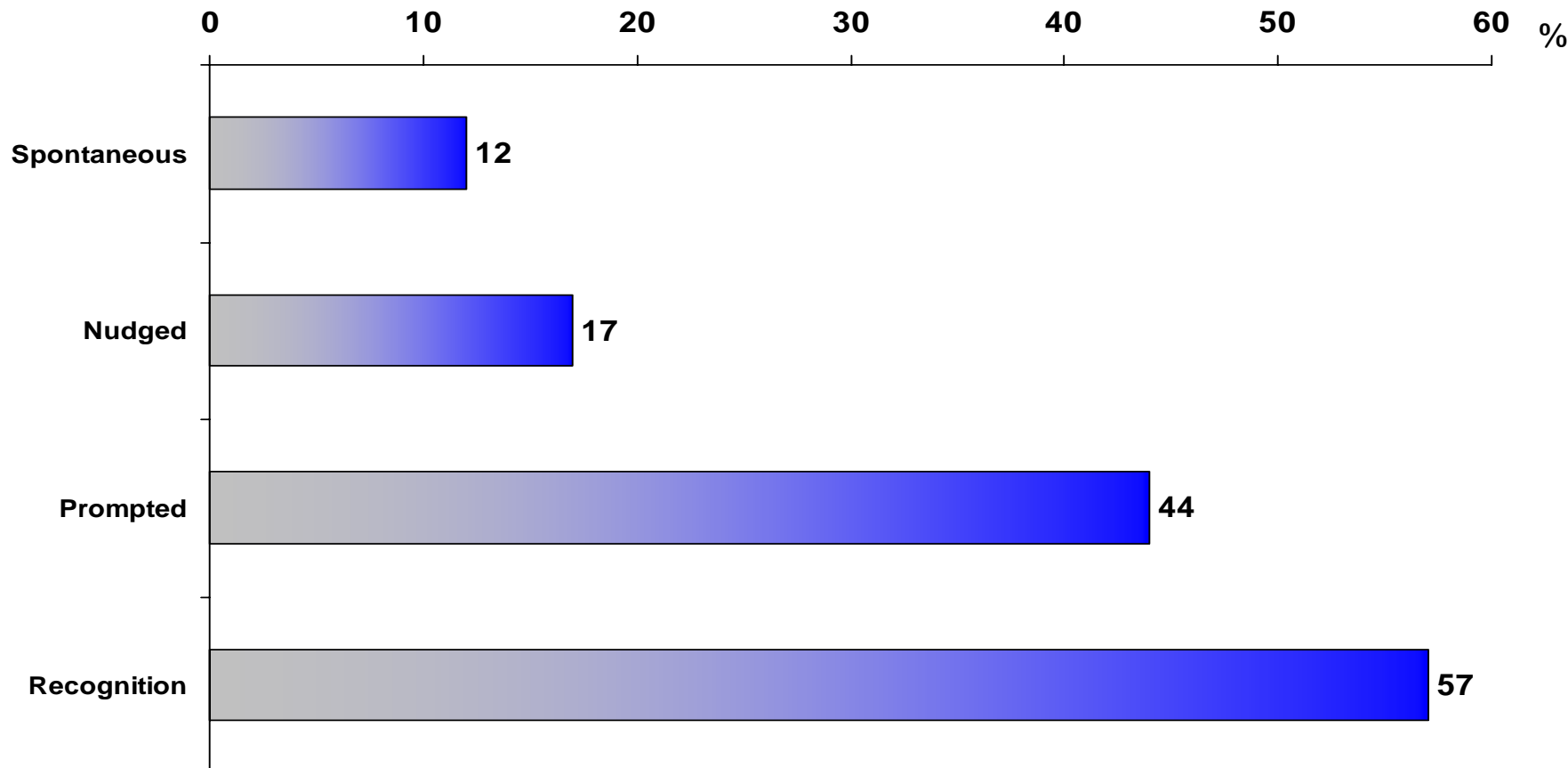
# Recall of "Rocky Balboa"

**SPONTANEOUS:** What advertising or information do you recall seeing on posters in this leisure centre recently?

**NUDGED:** Do you recall seeing any ads for a film? Which film?

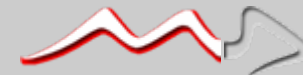
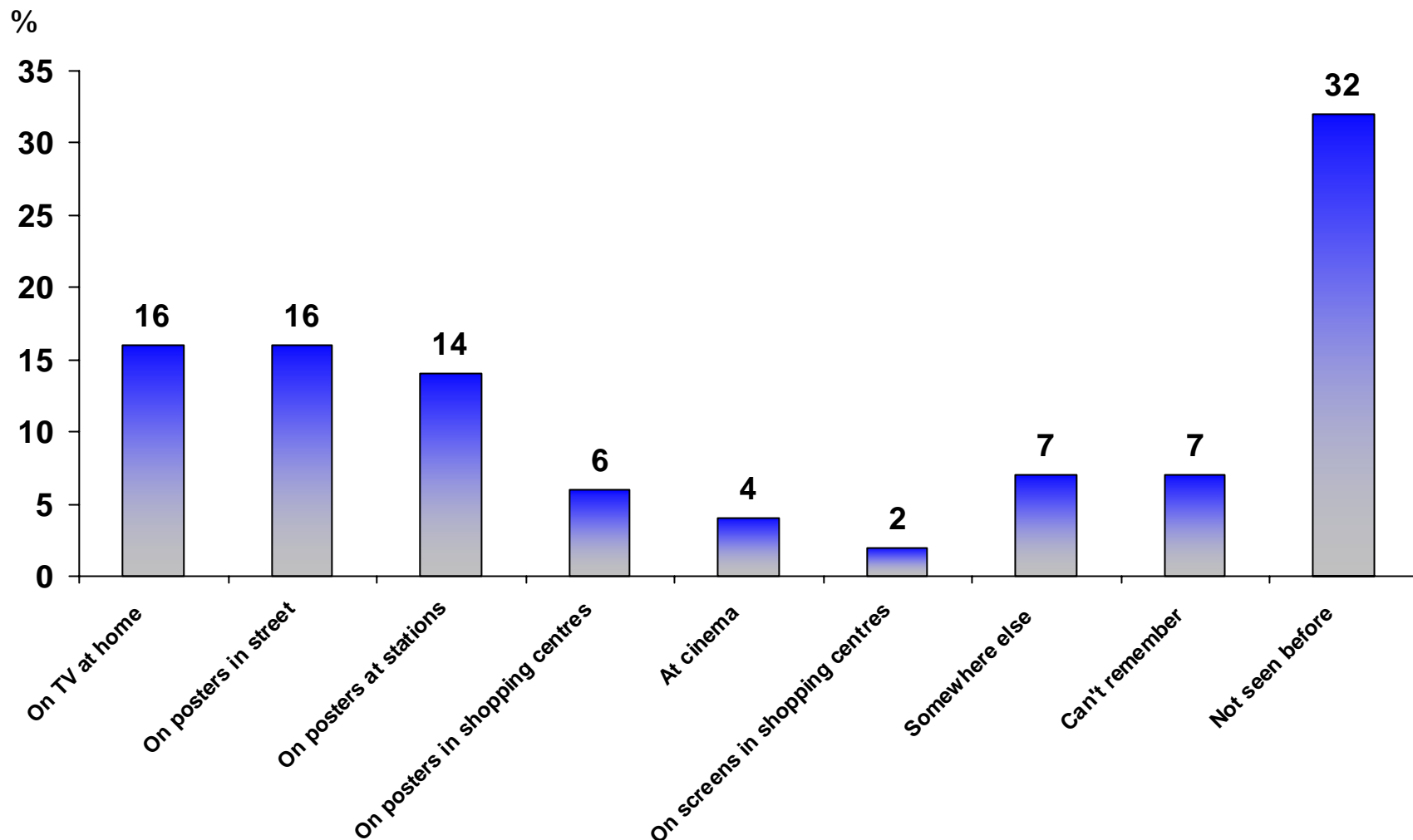
**PROMPTED:** SHOW LIST OF ADS INCLUDING 'Film- Rocky Balboa'. Which of these products and services do you remember seeing any advertising for or information about in this leisure centre?

**RECOGNITION:** SHOW PHOTO OF ROCKY BALBOA POSTER. Do you remember seeing this poster in this leisure centre recently?



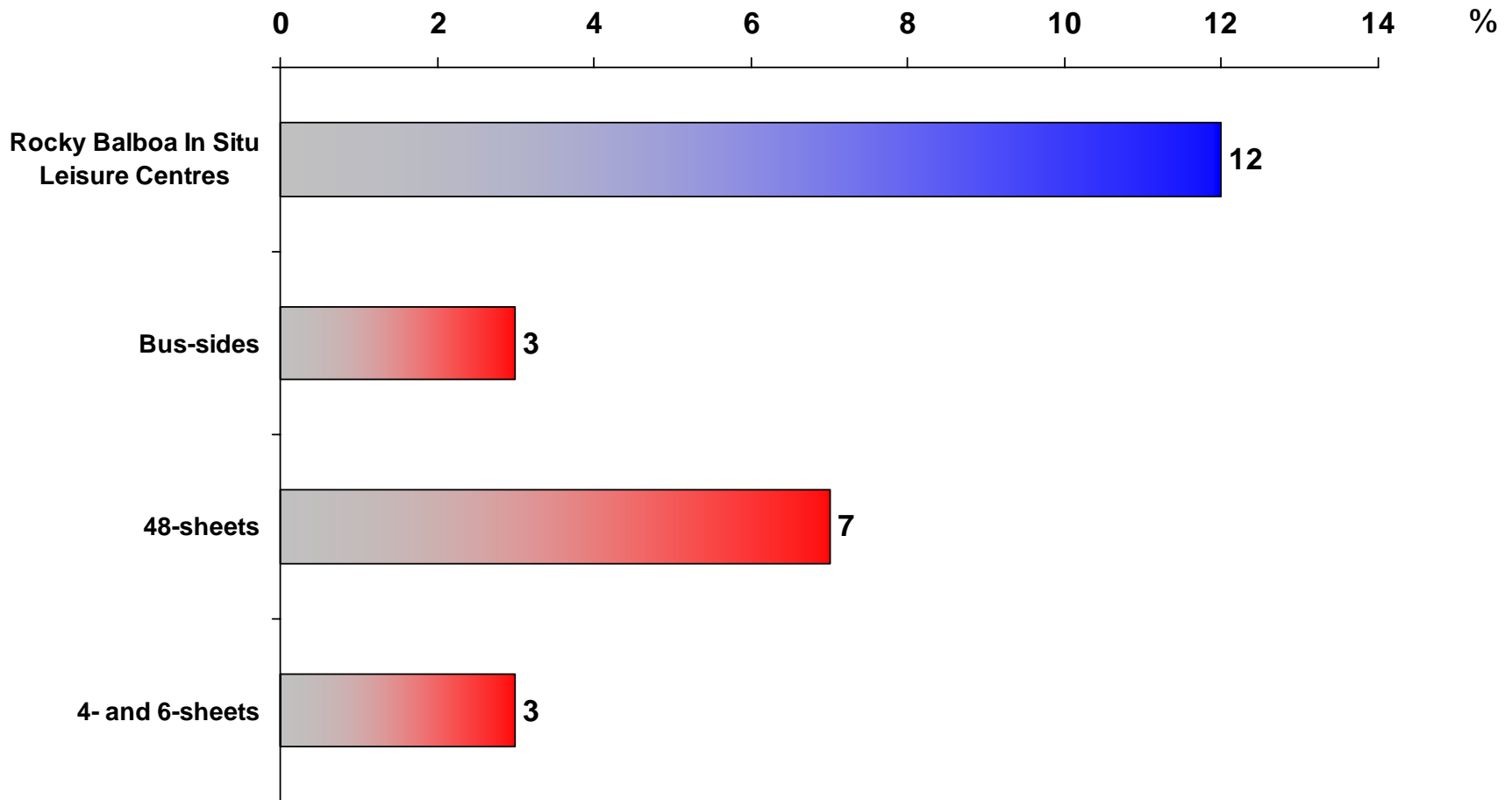
Total sample (150)

# Whether seen Rocky Ad elsewhere



# Comparative Data – Spontaneous Recall

Comparing Rocky Balboa awareness with published\* and unpublished\*\* data from other campaigns

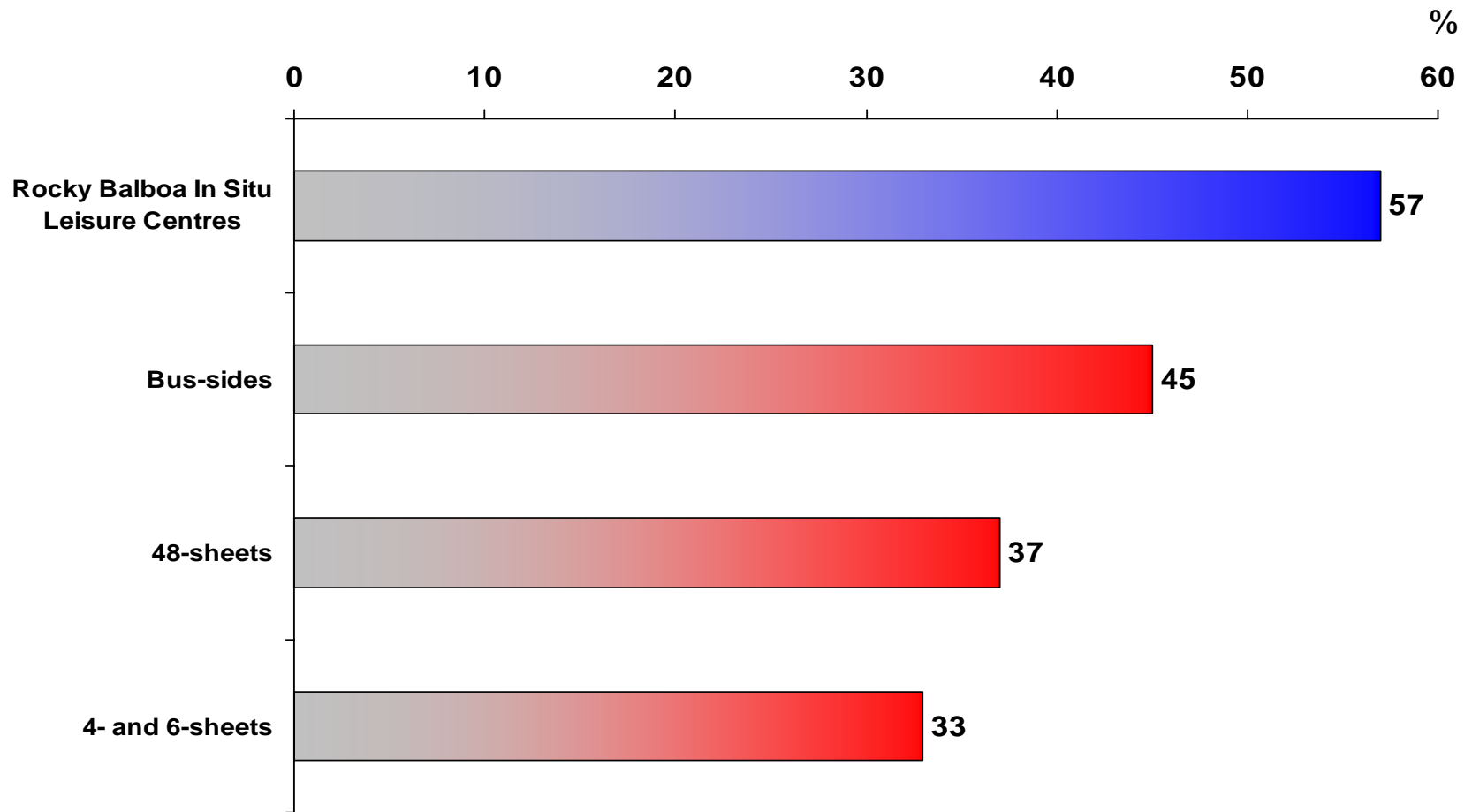


\* Published data taken from Adshel and Maiden; \*\* Unpublished data from campaigns evaluated for Primesight.



# Comparative Data – Recognition

Comparing Rocky Balboa awareness with published\* and unpublished\*\* data from other campaigns



\* Published data taken from Adshel and Maiden; \*\* Unpublished data from campaigns evaluated for Primesight.

- ✓ In a 2-week campaign, across 460 Leisure Centres:  
**Total Reach = 1.8 million adults\***
  
- ✓ Average number of visits per week:  
**=1.97**
  
- ✓ Over a 2-week campaign:  
**= 3.94 visits/minimum OTS**  
**= 7.09 million footfall/minimum OTS**
  
- ✓ 57% have noticed the ad:  
**= 1.03 million Proven Exposures**

\* Source: In Situ Leisure Centre Management Data



ROCKY BALBOA - IN SITU LEISURE CENTRE 6 SHEET POSTER CAMPAIGN  
ROI CALCULATION

Sample 150 Adult Leisure Centre goers		Aware of Rocky Poster = 57%			Not aware of Rocky Poster = 43%		
		Aware of ad. 85 People % aware of ad	Weighting of Sure Fairly Sure Not Sure	Likelihood to to see Rocky by those aware of poster (weighted)	Not aware of ad. 65 People % not aware of ad	Weighting of Sure Fairly Sure Not Sure	Likelihood to see Rocky by those not aware of poster (weighted) %
Likelihood to go to see Rocky	%						
Not sure	9	12	0.25	3	5	0.25	1.25
Fairly	14	16	0.5	8	11	0.5	5.5
Very	11	14	0.75	10.5	8	0.75	6
Already seen	1	1			0		
Not very	-17	-16			-17		
Not at all	-49	-41			-60		
<b>Total weighted % likely to go to see Rocky Balboa</b>				<b>21.50</b>	<b>12.75</b>		
<b>Net % likely to go to see Rocky as result of this campaign</b>				<b>8.75</b>			
(% of those aware of poster less those not aware of poster)							
<b>ROI Calculation</b>		Proven Exposures		1,030,000			
<b>Additional viewers created = proven exposures x 8.75%</b>				90,125			
<b>Average price of cinema ticket estimated</b>				£5.00			
<b>Additional revenue as result of this campaign</b>				£450,625			
<b>Campaign cost at rate card - 600 x 6s at £200pp</b>				£120,000	£69,000	<b>Campaign cost at market Rate (£115pp)</b>	
<b>Gross return on investment Rate Card vs Market</b>				<b>276%</b>	<b>553%</b>		

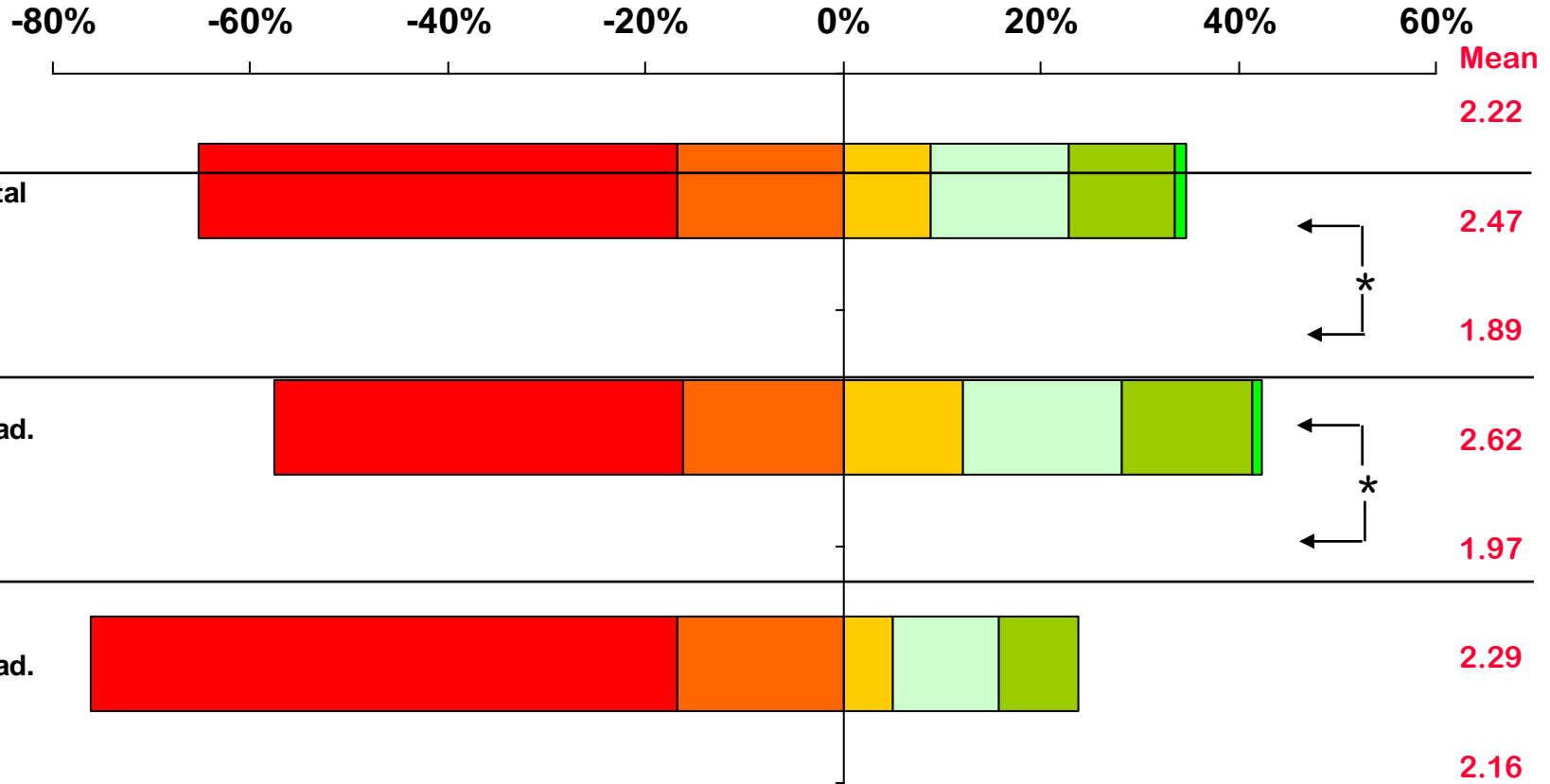


Source: Marketing Direction independent market research company job no 3775 exit poll research carried out in Leisure Centres between 8th and 12th January 2007

**MARKETING DIRECTION**  
providing business intelligence

# Likelihood of Going to See Rocky Balboa

■ Not sure 
 ■ Fairly 
 ■ Very 
 ■ Already seen 
 ■ Not very 
 ■ Not at all

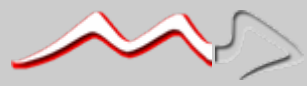
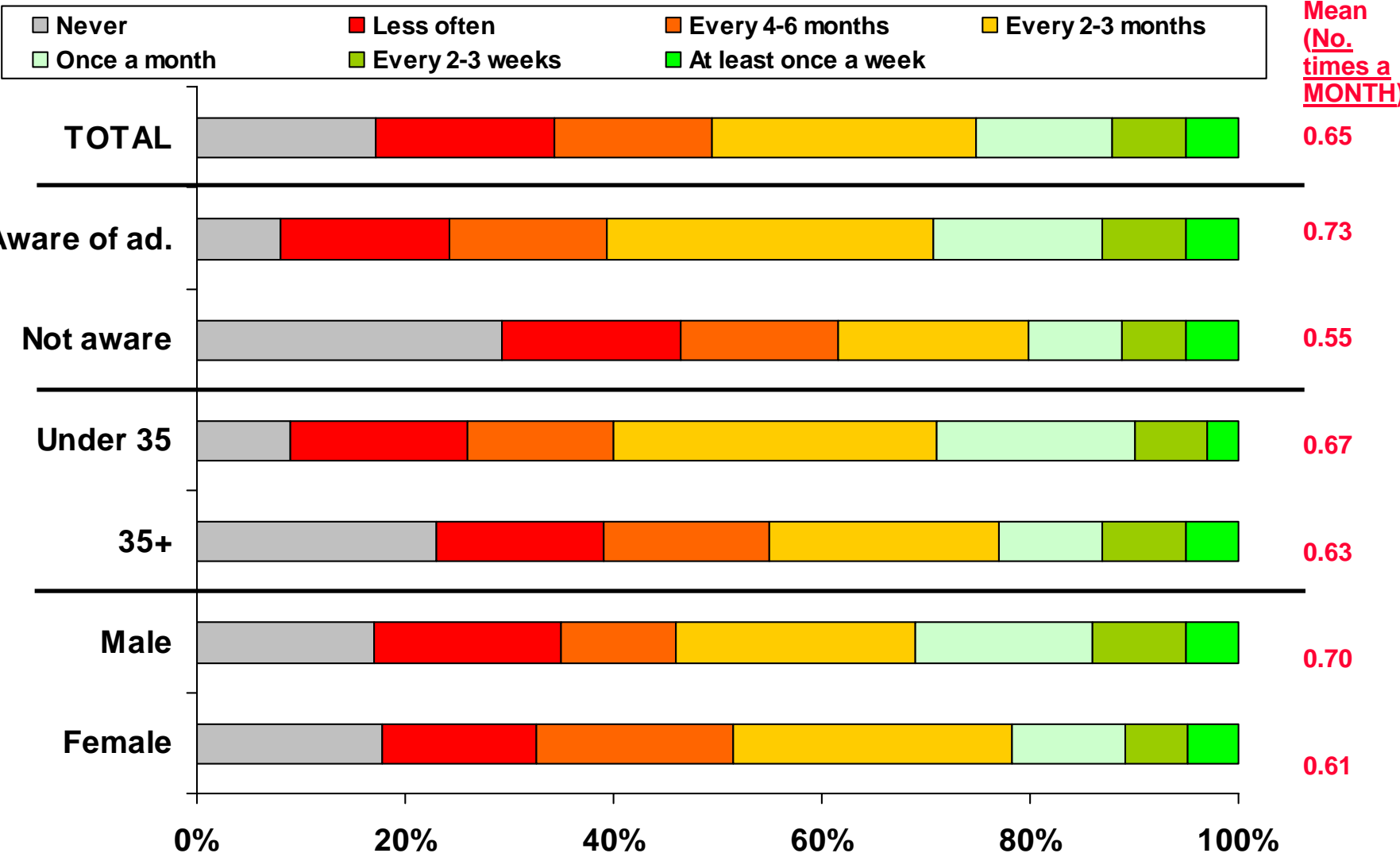


Total sample (150)



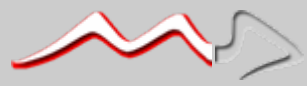
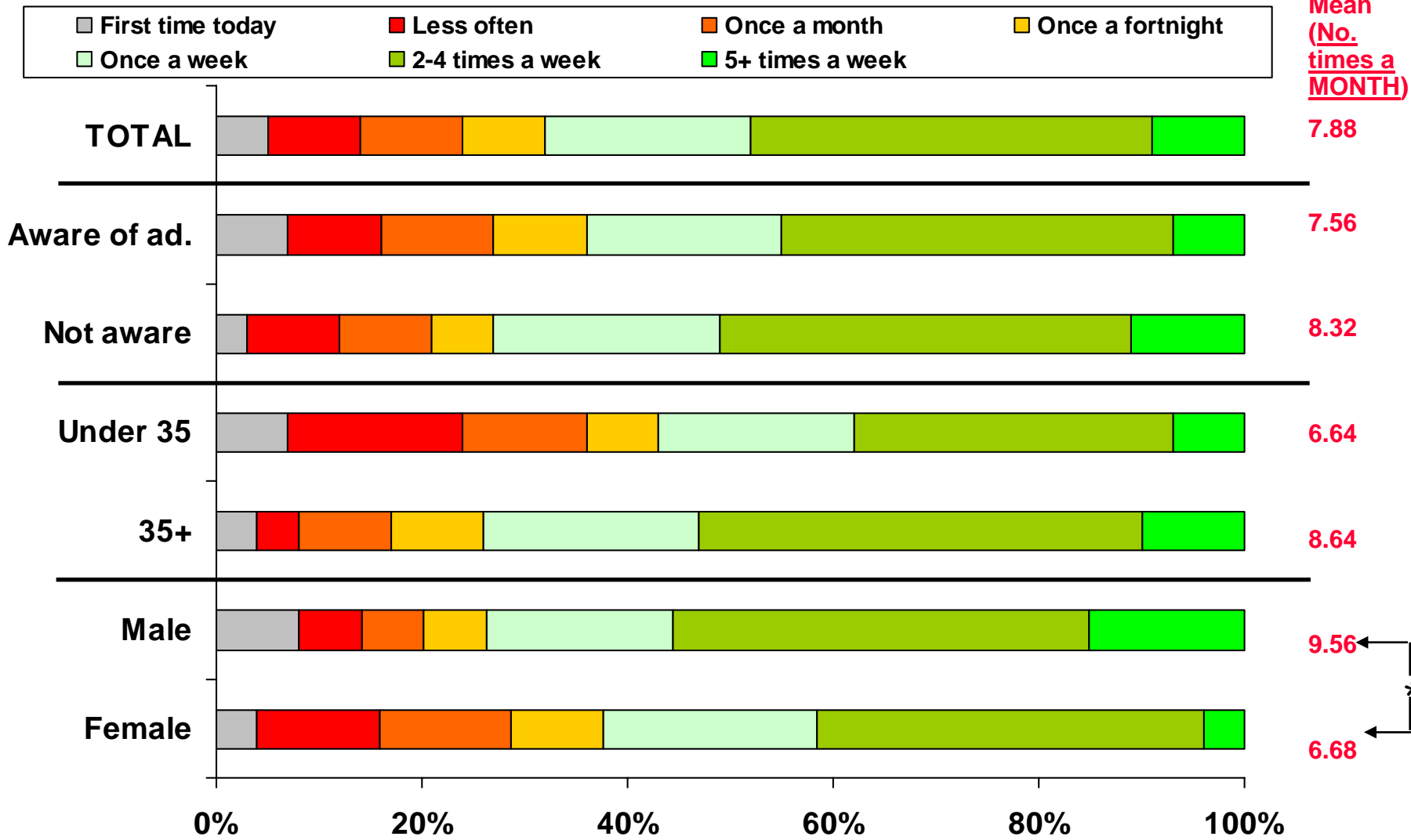
# Frequency of Going to Cinema

Q.: How often do you go to the cinema these days?



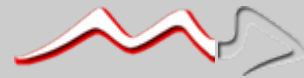
# Frequency of Visiting Leisure Centre

Q.: How often do you come to this leisure centre?



# Conclusions

- ✓ Awareness of the Rocky Balboa poster was high, particularly as it had been posted only for a week or so
- ✓ This In Situ campaign in 460 Leisure Centres delivered a minimum of 7 million OTS among 1.8 million adults over a 2 week campaign
- ✓ The Rocky Balboa poster successfully converted those OTS into over 1 million proven exposures
- ✓ Those aware of the In Situ posters were much more likely to go to see Rocky Balboa than those not aware of the posters
- ✓ In fact it is possible to calculate, using reasonable probability weightings and an entry price of £5.00 per ticket, that the film grossed an additional £450,000 from the 90,000 extra people who went solely as a result of seeing the In Situ Leisure Centre campaign
- ✓ This converts to an ROI of 276% against In Situ Rate Card (600x6s@£200) or 553% against prevailing market rate (600x6s@£115)



-  Marketing Direction is an independent marketing research consultancy. Formed in 1979, it has always specialised in media research.
-  Marketing Direction was the 5<sup>th</sup> company in the UK to become accredited to ISO 20252, the global market research industry's quality standard, introduced in May 2006.
-  Gill Welch, the Associate Director who was responsible for this project, has carried out research into out of home media since the mid-1980s.
-  Out of home media clients have included: Primesight (bus advertising and 4-sheets. *Also see: The Role of Research in the Revitalisation of an Advertising Medium, 1985 Market Research Society Conference paper*); The Outdoor Advertising Association (pilot studies for pedestrian impacts for OSCAR – the predecessor to POSTAR); Aspen Specialist Media (Post Office QTV/DRTV, Bus interior LED displays, Floor graphics, etc); Sure Retail Media (AdSites); PoPTV (Baby TV, Shopping Mall TV and 4-sheets, The Life Channel)