



NC CLEAN WATER EDUCATION PARTNERSHIP

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Cinema Pre-Show Campaign Summary CWEP Summer 2011 (2 of 2 FY2011 Cinema Campaigns)

Introduction

CWEP Steering Committee budgeted \$11,000 to run the Rubber Ducky spot in CWEP area movie theaters in Summer 2011. The buy was handled through The Velocity Group, which purchases advertising with multiple theater networks, thereby increasing the efficiency and the reach of our buy. We did not incur production costs for this buy, This was the second of two cinema pre-show campaigns planned for FY11.

Spot

The 30-second Rubber Ducky spot (adapted from the City of San Diego) was run in all theaters. This spot conveys general messages about sources of stormwater pollution and the public's role in preventing it.

Campaign

Spots were run on numerous theaters in the CWEP partner area on several networks or "circuits": Carmike, Marquee, AccessIT, and Consolidated Theaters. Several networks had changes in their participating theaters, so the list of cinemas used in the buy varies from past cinema campaigns.

Theaters bought in the second FY11 / Summer 2011 cinema pre-show run:

Theater	Address	City	ZIP
Cinema I-VI	500 McCotter Blvd. Hwy 70	Havelock	28532
Premiere Theatres	1176 Hillfarm Rd.	Kinston	28504
Durham Wynnsong 15	1807 Martin Luther King Pkwy	Durham	27717
Carmike 15	5501 Atlantic Springs Rd.	Raleigh	27616
Southgate Cinema 6	2806 Trent Road	New Bern	28562
Premiere Theatres 12	105 Tenth Place	Goldsboro	27534
Wakefield 12	10600 Common Oaks Dr.	Raleigh	27614
Premiere Theatres	821 Benvenue Rd.	Rocky Mount	27804
Carmike 10	1501 Ward Blvd.	Wilson	27893
Market Fair 15	1916 Skibo Road	Fayetteville	28314

Cinema flights usually start on Fridays and end on Thursdays. There may be some minor variation in the actual days that theaters ran spots.

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Cinema Pre-Show Campaign Summary, *continued*
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Target

Movie theaters are bought as a unit; spots and campaigns cannot be targeted to individual movies or demographics.

Theater Performance

Please report the statistics for the theater(s) closest to or in your jurisdiction.

Impressions represent how many times the spot was viewed. The impression count is based on total views and may include some duplication among the audience if moviegoers attended more than one movie during the campaign.

Impressions were estimated by the vendor based on the number of weeks the spot ran in the theater and an estimated average number of viewers per screen per week for the time of year.

Theater	City	No. of Screens	Start Date	End Date	No. of Spots	Impressions
Cinema I-VI	Havelock	6	5/6/11	5/19/11	420	6,600
Premiere Theatres	Kinston	7	4/28/11	5/26/11	980	9,684
Durham Wynnsong 15	Durham	15	5/6/11	5/19/11	1,050	16,500
Carmike 15	Raleigh	15	5/6/11	5/19/11	1050	16,500
Southgate Cinema 6	New Bern	6	4/28/11	5/26/11	840	14,167
Premiere Theatres 12	Goldsboro	12	4/28/11	5/26/11	1,680	27,917
Wakefield 12	Raleigh	12	4/26/11	5/24/11	1,680	39,433
Premiere Theatres	Rocky Mount	12	5/10/11	6/6/11	1,680	27,516
Carmike 10	Wilson	10	5/6/11	5/19/11	700	11,000
Market Fair 15	Fayetteville	15	5/6/11	5/19/11	1,050	16,500
Total					11,130	185,817

Campaign Performance

Cost for media time (cost of Velocity buy): \$11,000

Cost per spot: \$0.99

Cost per impression: \$0.06

Cost per thousand (CPM) impressions or audience members: \$59.20