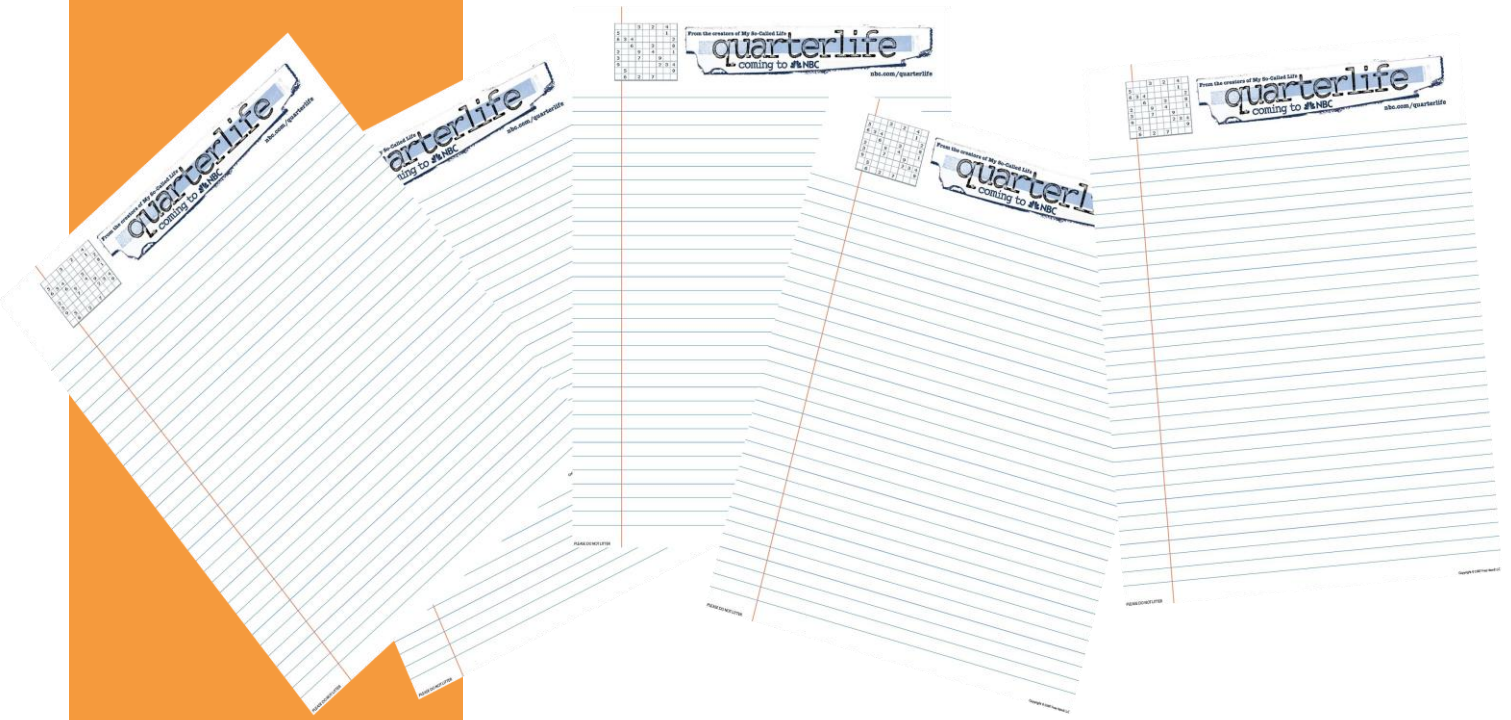




Feb 14th 2008
UCLA Campus

NBC

Quarterlife Campaign Report



NBC - Universal Quarter Life Campaign Report

Date: February 14, 2008

Location: UCLA Campus

Objective: Handing Out 1000 Note Paper Packets promoting the new NBC show Quarterlife

Howie Goldfarb

Account Executive

February 19, 2008

Campaign Summary :

- Ad Type: Banner Promotion.
- Incentive: Minimal - Free Note Book Paper
- Volume: 1000 packets in 2 hours
- 4 Talents
- 1 supervisor

University	# students	# Packs	# Packs distributed	% # of Packs	Distribution Dates		# Days Distribution
					Start	End	
UCLA		1,000	1,000	100%	14 feb 08	14 feb 08	1

Results :

- 1) Handed out all the packs in less than 2hours: 500packs/hour distributed
- 2) Many students walking with 1 or more persons took the paper without the rest taking the paper.
- 3) Guaranteed 1,000 students saw the advertisement by taking the paper packets.
- 4) Average would be 2 students per packet seeing advertisement just from the handout.
- 5) When asked, students gave a favorable response for the paper hand outs. The ones that did let us talk with them said they would actually look for Free Hand on Campus if they knew we sometimes had valuable coupons or website offers. This would dramatically increase the hand out rate.
- 6) All paper packet handouts were permissive. The students actually said thank you. The Quarterlife Ad was isolated from all other advertising.
- 7) The Note Paper was the only paper handout not found dropped on the ground. Only 2 out of 1000 found in surrounding garbage cans.

Testimonials from students:

Student 1: "I'd probably use the paper, do the Sudoku when I'm bored.."

Student 2: "It's a good idea! I'd probably end up doing some scratch work on it, so if I see it on top..."

Student 3: "It's useful. It's always better than just advertisement."

Student 4: "The advertising is small enough so that it doesn't take the whole page. Like that I'd still use the paper. And it catches your attention."

Pictures at UCLA:

