



case study

The Multiple Sclerosis Society

MS Awareness Week 2008

The Multiple Sclerosis Society is the largest charity for people affected by MS in the UK. In April 2008, they used atmAd as part of an integrated campaign promoting MS Awareness Week, showing inspiring and personal messages from people living with MS.

"We love the one to one nature of atmAd; it really cuts through to people in a packed advertising environment. The campaign performed very well for us, with calls to our website and our MS helpline up around a third year on year while atmAd was running."

Matthew Trainer
Head of communications at The MS Society



Campaign Strategy

The MS Society campaign featured groups of inspiring people who live with MS. Their emotional testimonials aimed to highlight how the society has helped both sufferers and carers to live and cope with the disease. By using real people, the MS Society hoped to motivate other MS sufferers to get in touch with the charity and to persuade consumers to donate.

Campaign Objectives

- Raise awareness of MS and highlight the wide range of support the society provides for people living with it.
- Draw attention to the variety of communication channels in use by the MS Society, in particular the website and telephone hotline.
- Use atmAd to complement and reinforce the larger integrated outdoor ad campaign with intimate one-to-one consumer engagement

DATE: 21st April – 4th May 2008

MEDIA AGENCY: Total Media

OTHER MEDIA USED: Bus sides, London Underground and media at airports



Associate member of the OAA

atmAd Message Delivery

The campaign ran for two weeks before MS Awareness Week, in April '08, with ATMs selected to deliver good nationwide coverage of a large and diverse audience. Additional focus was given to ATMs at major supermarkets and Post Offices in key towns and cities, including Birmingham, Manchester, London and Glasgow.

Four Message Impacts

atmAd is unique in that each one-to-one interaction incorporates four different message opportunities during the ATM transaction.

Impact 1 Attract



A 10 second full screen animation that plays as consumers approach the machine, during which the MS Society illustrated a real life story.

Impact 2 In-transaction



While the transaction was processing and as the customer's full attention was on the screen, the MS Society reinforced their core message with this 5 second animation loop.

Impact 3 Thank you



While the user removes the card and receipt, a static screen reminds people of the charity's contact details.

Impact 4 Receipt



Every receipt was printed 'on the spot' and carried the charity's contact details so that customers had a take-home reminder. This is a unique advantage of atmAd.

Results

The atmAd element of the MS Society campaign successfully delivered over 1.2 million individual transactions and distributed more than 330,000 branded advice slips, each providing a take-home reminder of the campaign message.

The atmAd campaign over-delivered for the client, with transactions up by 20% on the number purchased and branded receipts up by 25%.

Key reasons for MS Society using atmAd

- The on-screen animations were created by the in-house creative team at i-design using artwork from the MS poster campaign. This ensured atmAd was a unique complement to the wider outdoor campaign.
- atmAd was able to provide the intimate one-to-one consumer engagement, which would help to drive home the importance of this emotive message to a busy audience, who are exposed to a wide range of media, daily.
- atmAd delivered accountability and effectiveness of media spend; accurately reporting on the number of transactions and receipts across the campaign period.



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