

# Captive: Data Capture & Research

PRESENTATION

PREPARED BY

Captive

DATE

November 2020



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ABOUT CAPTIVE

# About Captive: An introduction



## ABOUT CAPTIVE

Our range of services

## ABOUT CAPTIVE OUR SERVICES

**We get them where they go—through face-to-face interactions, in the places (and spaces) where they spend their time and on the devices that make their world tick.**

Our ever-evolving range of service offerings is predicated on the continual change in the marketing landscape—but always rooted in the development of brand and brand experience. We pride ourselves on our list of firsts and continuously strive to provide new ways for our clients to reach their audiences.



### 01

#### — XM

Since 1994, our 360-degree approach to Experiential Marketing has engaged and converted consumers nationwide. With hundreds of well-trained staff and backed by custom digital solutions, the campaigns we have developed for our clients are unmatched in scope and scale.



### 02

#### — INDOOR

Captive's indoor media is found in the trendiest nightclubs, neighborhood pubs, college campuses, gyms and entertainment facilities. Our indoor media network has over 20,000 faces nationally, and is created in direct collaboration with establishment owners.

Each establishment is selected because it reaches quality consumers, and each piece is strategically placed to create the maximum number of impressions.



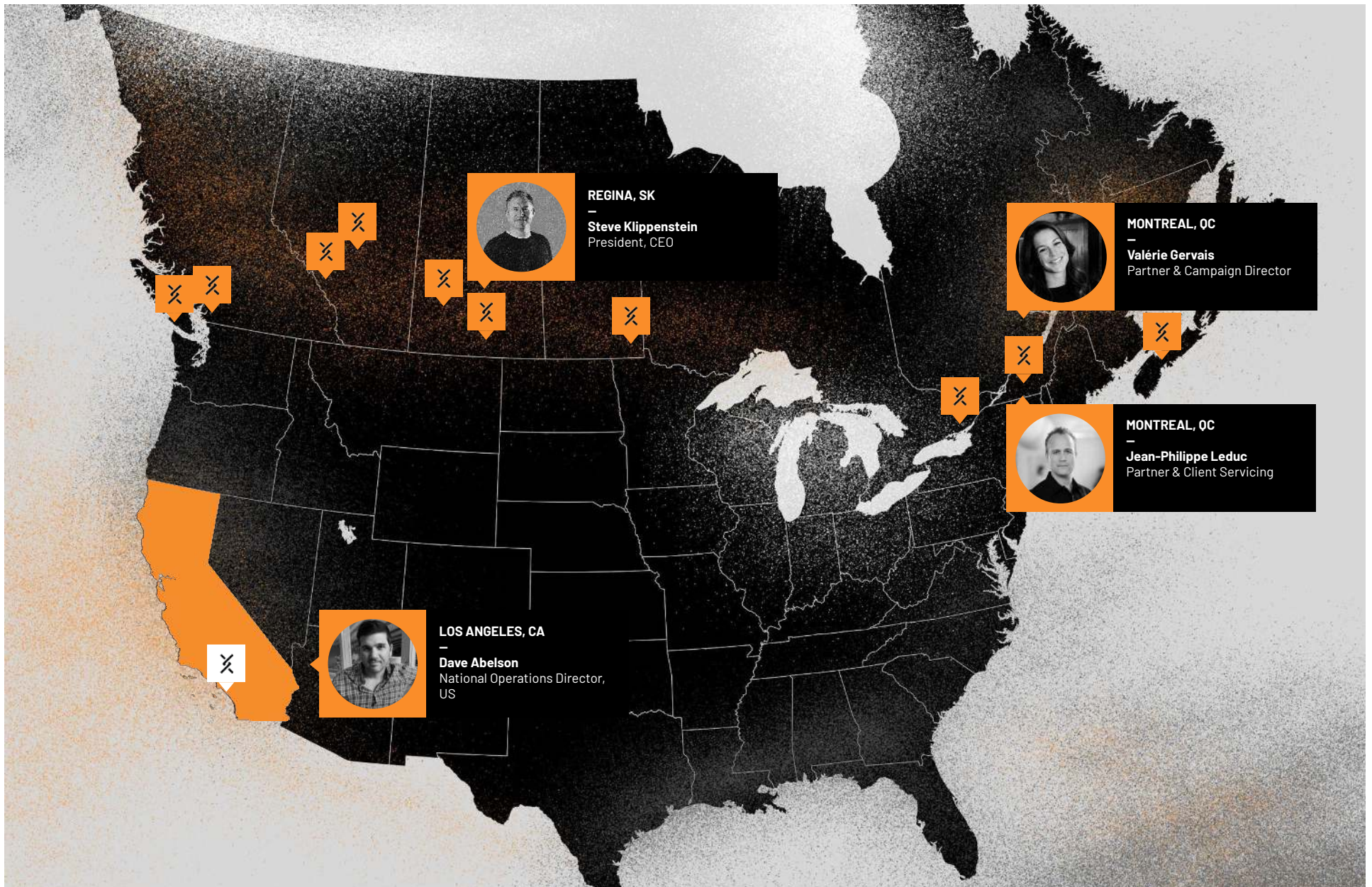
### 03

#### — DIGITAL

We create digital brand experiences. Our primary focus is the end-user; the consumer and customer experience drives us to develop solutions that encourage engagement, call for action, and evoke emotion. Captive has been extending our face-to-face interactions since the inception of social media. W







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## ABOUT CAPTIVE OUR INTANGIBLES

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### 01— We are a national company

For over 25 years, we have worked with most events in the Canadian market that offer a volume of attendees.

We have a database of information on events, including contacts, attendance, a description and audience characteristics.

### 02— We've been in business for 25 years

Averaging over 400 executions annually, we have fine-tuned our processes and systems to ensure our clients always receive the best possible outcomes, from consumer engagement to high-quality feedback and reporting.

### 03— We know the age-restricted industry

We have extensive experience in working within Compliance boundaries with clients such as National Smokeless Tobacco, RB&H, Casino Regina, Dakota Dunes Casino, CRONOS / Altria and Imperial Tobacco Ltd, Benson and Hedges Ltd, etc

Our 25 years in the business of working with Legal Age consumers has networked us with the leading industry experts.

**We ensure all aspects of Compliance are considered in each stage of the planning and execution process.**

### 04— We are experts in data capture

We can help you grow your business by acquiring the right consumer data with age verification and self-declared interest in your offering.

The data capture intercepts can take place in various targeted environments using an effective proven method that is compliant with the tobacco, cannabis, alcohol and gaming industry requirements.





## CAPTIVE INTRODUCTION

&lt; CAPTIVE &gt;

**Steve Klippenstein**  
President, CEO

North America's largest firms launch their CX, XM and Event Marketing marketing programs based on Steve's direction and leadership. His experience in youth, young adult, and Legal-Age Compliant marketing is unprecedented.

His experience in Legal Age Marketing programs ensure your company will meet and exceed Compliance Regulations protecting your Brand and your Customers.

**Valérie Gervais**  
Partner & Campaign Director

Graduating from the University of Montreal with a Bachelor's degree in Communication Science, Valérie Gervais gained experience and knowledge at Mosaic, Consumer Impact Marketing and Cossette before acting as the Director, Experiential Marketing, Eastern Canada at Newad agency from 2005 to 2018.

With her 18-year experience in experiential marketing, she is a true leader to plan, oversee and produce client programs on a national level. Her work includes corporate clients such as Procter & Gamble, Merck, Cirque du Soleil, Perrier, Imperial Tobacco.

She was the account lead at NEWAD on the NSTC program every year for over a decade.







## CAPTIVE INTRODUCTION

## &lt; CAPTIVE &gt;

**Jean-Philippe Leduc**  
Partner & Client Servicing

After 21 years working at Newad as the EVP, Client servicing, and building from grounds up a well known OOH business. Jean-Philippe Leduc and his co-partners has successfully sold the totality of their shares to Bell Media in May 2019. The last 20 years he has had the chance to work closely with companies in highly regulated industries such as Tobacco, Cannabis, vaping, pharma developing a strong expertise in marketing strategies, promotional events, media (OOH), data collecting, etc. He graduated from HEC in Montreal with honors with a Bachelor's degree in management and International business. In his previous role at Newad, on top of managing the sales teams across the country, he was in charge of maintaining major accounts, in addition to developing new accounts on a national level while ensuring that the client's budgets and expectations were respected.

**Dave Abelson**  
National Operations Director, US

For 11 years as the EVP at Seed Corn Advertising, he developed syndication rights with major search engines and led digital media buying teams helping brands drive audiences to their digital properties. Six years ago David successfully started Tri Media, a digital consultancy firm helping companies build networks from the ground up. This includes the development, operations, and sales of this new media. He developed search, email, display, and DOOH networks on behalf of his clients. He consults for national brands in the fashion, medical, pharma, and digital media verticals. David consulted for Monkey Knife Fight several years ago and recently reengaged them through his work with Captive to bring event marketing to the fantasy sports site. David graduated from Miami University where he earned a degree in International Marketing.



## ABOUT CAPTIVE WHY CAPTIVE

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We specialize in targeting Legal Age  
Consumers

## ABOUT CAPTIVE WHY CAPTIVE



## We specialize in targeting Legal Age Consumers

We have extensive experience in working within compliance boundaries.

Our 25 years in the business of working with Legal Age consumers has networked us as industry experts.

We ensure all aspects of External Legal Compliance is considered and Internal Corporate Affairs policies are considered in each stage of the planning and execution process.





## B

## OUR APPROACH

# Our Approach for Data Capture The Captive Way

WE MAKE  
BUSINESS  
OBJECTIVES,  
DRIVE CREATIVE  
DIRECTIVES.

From the initial meeting with your account execs to putting our plan out in the world, these steps ensure we live up the Captive standard of creating world class executions and brand experiences.



**OUR APPROACH**  
DATA CAPTURE FOR  
CRM STRATEGIES

**OUR APPROACH**  
DATA CAPTURE FOR  
CRM STRATEGIES



**01—  
Email**

Acquire opted-in, qualified leads for your email database designed to increase the ROI of your email marketing campaigns.



**03—  
Text Message**

Engage conversation by sending targeted marketing offers, news or promotions to legal-aged consumers.



**02—  
Direct Mail**

Pop into the mailboxes of consumers with verified addresses and self-declared interest in your business.



## B

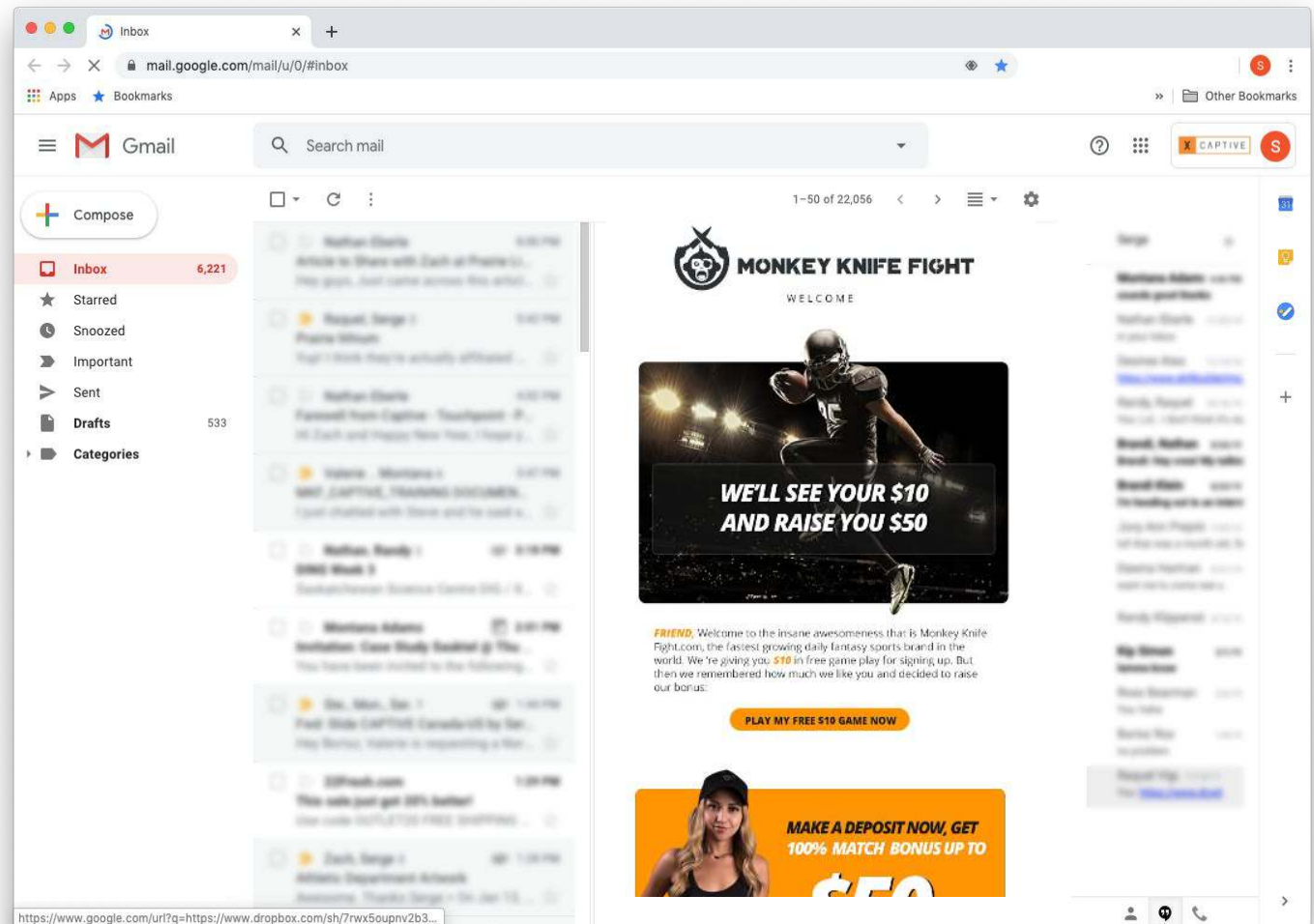
## OUR APPROACH

### CRM POPULATION

We meet your future customers and gauge their interest level in your company, your products or your service.

We obtain their contact information based on criteria required by the client and obtain their permission to contact them.

Client downloads their data into their internal CRM and begin the next stage of the conversation with the customer.





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## OUR APPROACH

## POSSIBLE ENVIRONMENTS

OUR APPROACH  
POSSIBLE ENVIRONMENTS

## Possible environments where we collect data from age-verified adults:



01

## SPONSORED EVENTS

Age Gated Events  
Brand visibility  
Dedicated area for brand activation including data capture  
High traffic



02

## INSIDE AGE-GATED LOCATIONS

Age-Gated venues  
Dedicated area for brand visibility + data collection  
Relevant context  
Incentive to be used immediately during the evening at location



03

## STREET INTERCEPTS

Age Verification at each interaction  
Area Specific related to demo  
Teams target busiest areas in city and around events  
Flexible solution – on the move



B

**OUR APPROACH****THE STAFF - KEY SUCCESS  
FACTOR**

Captive's field experience consists of a team of experts who's efficiency and performance is recognized everywhere. Their work is part of their lifestyle. They are committed and very much attached to their work.

The ambassadors are an integral part of Captive. Our Recruitment, Selection, Hiring Practices and Training Program exceed any in industry standards.

They are experienced and benefit from the constant presence of field supervisors.

Captive puts in place a performance plan including incentive bonuses (individual and per team) in order to increase chances of hitting target at each outing.





## B

## OUR APPROACH THE METHODOLOGY

## Our method is through one-on-one consumer interactions



	A	B	
1	First Name	Last Name	Email Address
2	Julius	No	<a href="mailto:drno@spectre.com">drno@spectre.com</a>
3	Ernst	Blofeld	<a href="mailto:numberone@spectre.com">numberone@spectre.com</a>
4	Rosa	Klebb	<a href="mailto:notsmersh@spectre.com">notsmersh@spectre.com</a>
5	Tov	Kronsteen	<a href="mailto:chessspwned@spectre.com">chessspwned@spectre.com</a>
6	Auric	Goldfinger	<a href="mailto:auric@auricstud.co">auric@auricstud.co</a>
7	Odd	Job	<a href="mailto:bowlerhat@aurice.com">bowlerhat@aurice.com</a>
8	Ernst Stavro	Blofeld	<a href="mailto:numberone@spectre.com">numberone@spectre.com</a>
9	Emilio	Largo	<a href="mailto:patchman@spectre.com">patchman@spectre.com</a>
10	Ernst	Blofeld	<a href="mailto:numberone@spectre.com">numberone@spectre.com</a>
11	Ernst Stavro	Blofeld	<a href="mailto:numberone@pizglori.com">numberone@pizglori.com</a>
12	Irma	Bunt	<a href="mailto:baggysail@pizglori.com">baggysail@pizglori.com</a>
13	Willard	Whyte	<a href="mailto:definitelytherealw.com">definitelytherealw.com</a>
14	Ernst Stavro	Blofeld	<a href="mailto:numberone@spectre.com">numberone@spectre.com</a>
15	Yaphet	Kananga	<a href="mailto:kananga@un.org">kananga@un.org</a>

## 01

### INTERACTIONS

Uniformed (branded or unbranded) staff intercepting **desired target audience** at downtown locations near adult-only venues and targeted events.

## 02

### ADULT CONSENT FORM

On iPad

Customized signup form programmed as a **data capture app** on iPads.

**Age Verification Process and Email Address Validation**

## 03

### INCENTIVE

\$3-\$5 value or company credit

Different types of gift cards can be used to incentivize consumers to complete signup form.

## 04

### CLIENT DATABASE

Only the client can access the secured data that has been directly sent to the client's database after each signup is submitted.

**Results are accessible in real-time.**



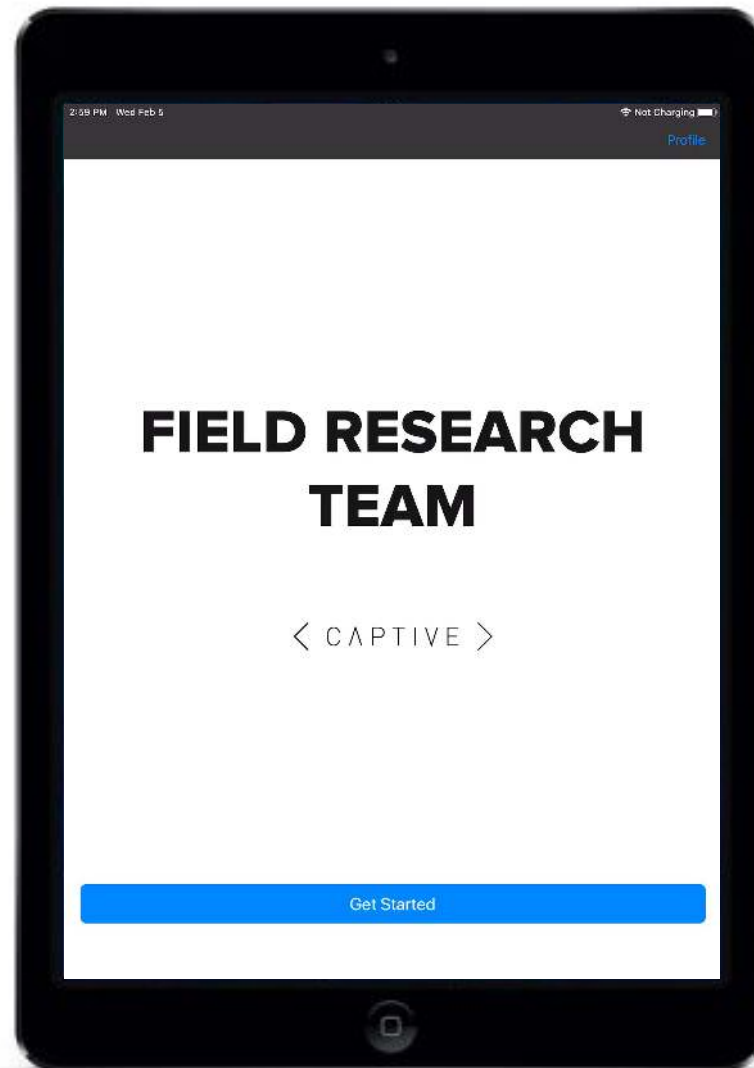


**B****OUR APPROACH****A CUSTOMIZED DATA CAPTURE APP**

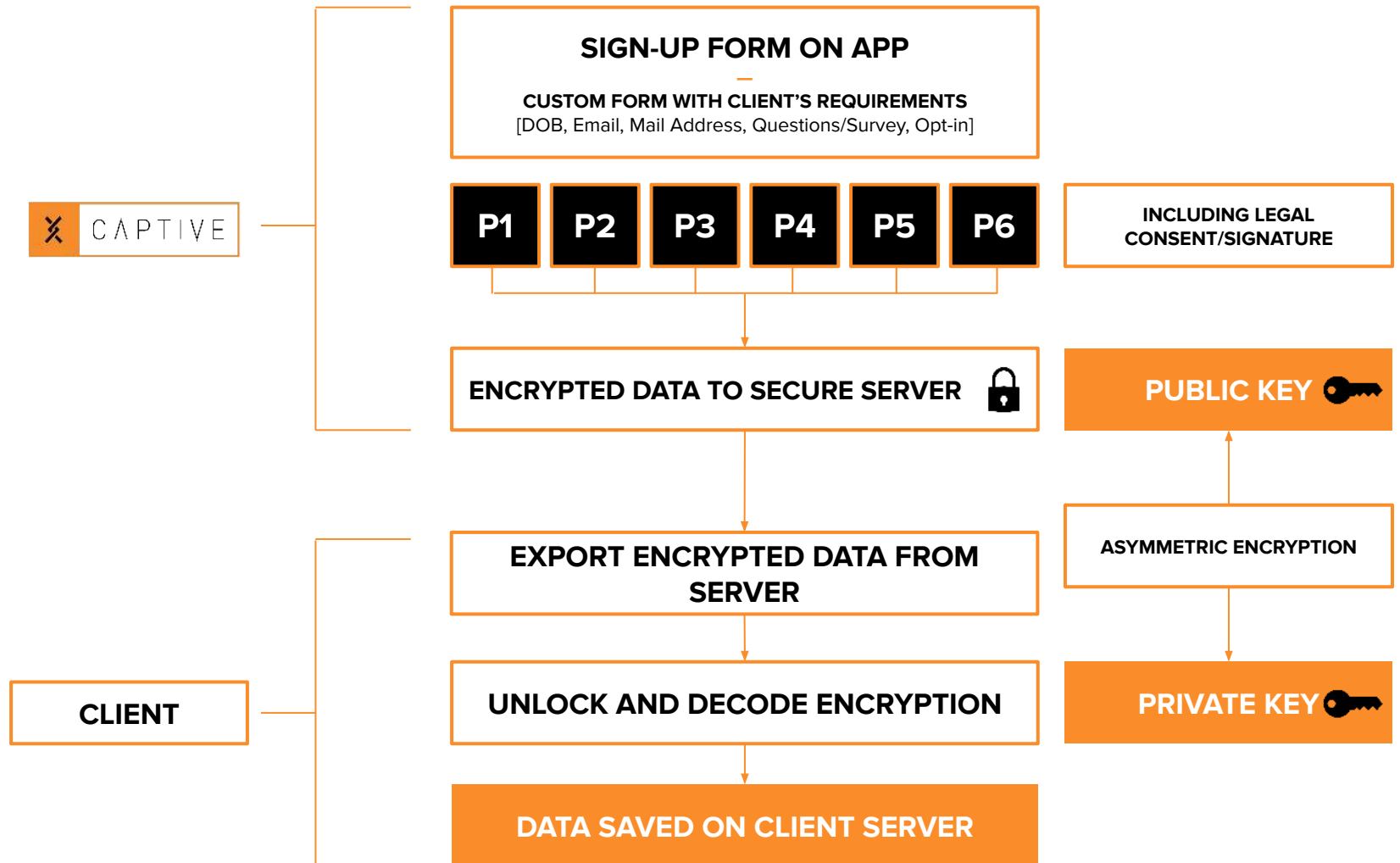
CAPTIVE's ambassadors in the field use an app as the tool to collect the data. It is 100% effective and made for capturing secured data for our clients.

It meets all legal and IT department mandated criteria.

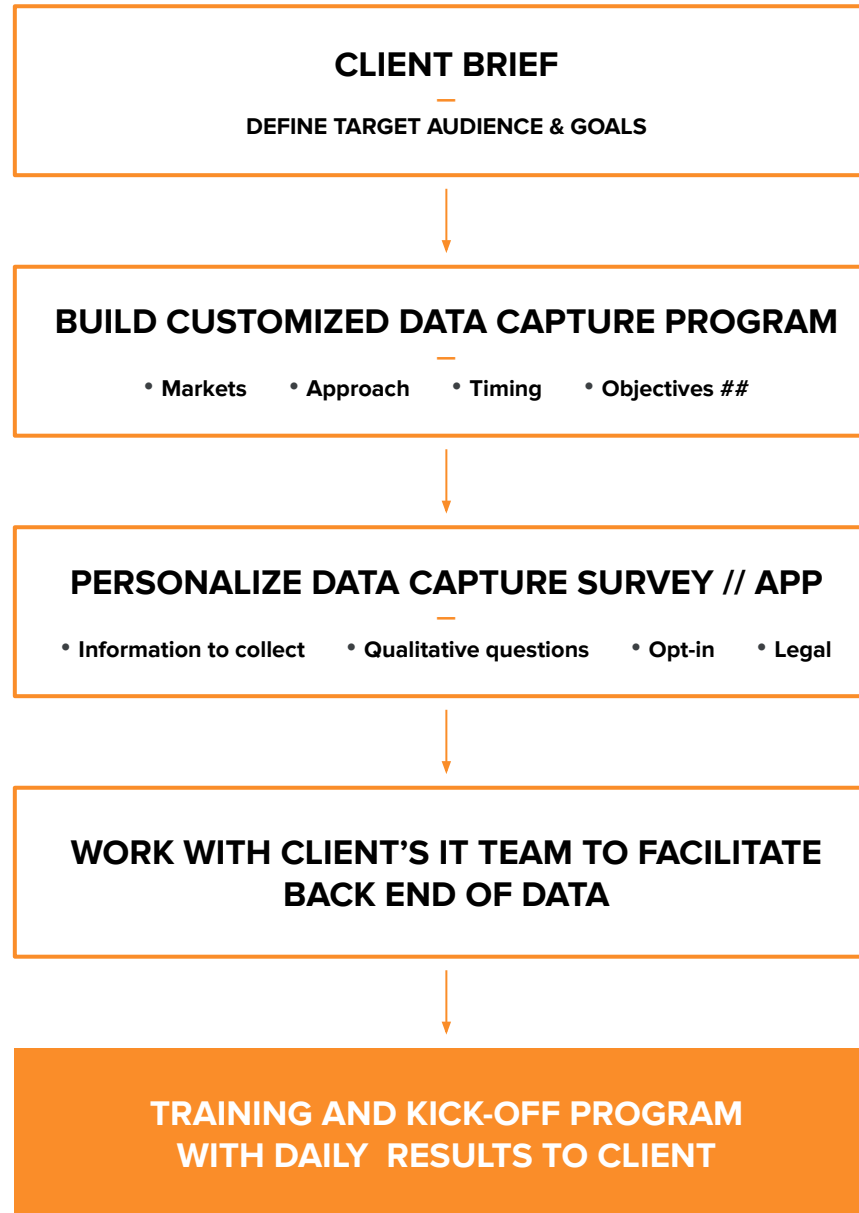
- Completely secures the data as it even prevents our own internal IT department from viewing the data therefore eliminating strict Internal IT policy controls.
- Servers are external and chosen and agreed to by the client.
- With the click of a button we can modify surveys in the app across the country in real time.
- -We can disable an ipad that is lost or stolen, adding extra security measures.
- Captive sets **real-time reporting** to have exact count of data entries per staff, per night, per market for quality control, staff supervision, incentive program for top team members and tracking of program performance.



# OUR APPROACH DATA MAP AND SECURITY



# OUR APPROACH PROCESS







## CASE STUDIES

# Case Studies

## Some of our work

THE PEOPLE.  
THE PLACES.  
THE THINGS.

We get them where they go—through face-to-face interactions (the people), in the places (and spaces) where they spend their time and on the devices that make their world tick (the things).



## C

## CASE STUDIES

Some of our ongoing legal age and older data collection programs.



Altria



JAPAN TOBACCO INTERNATIONAL

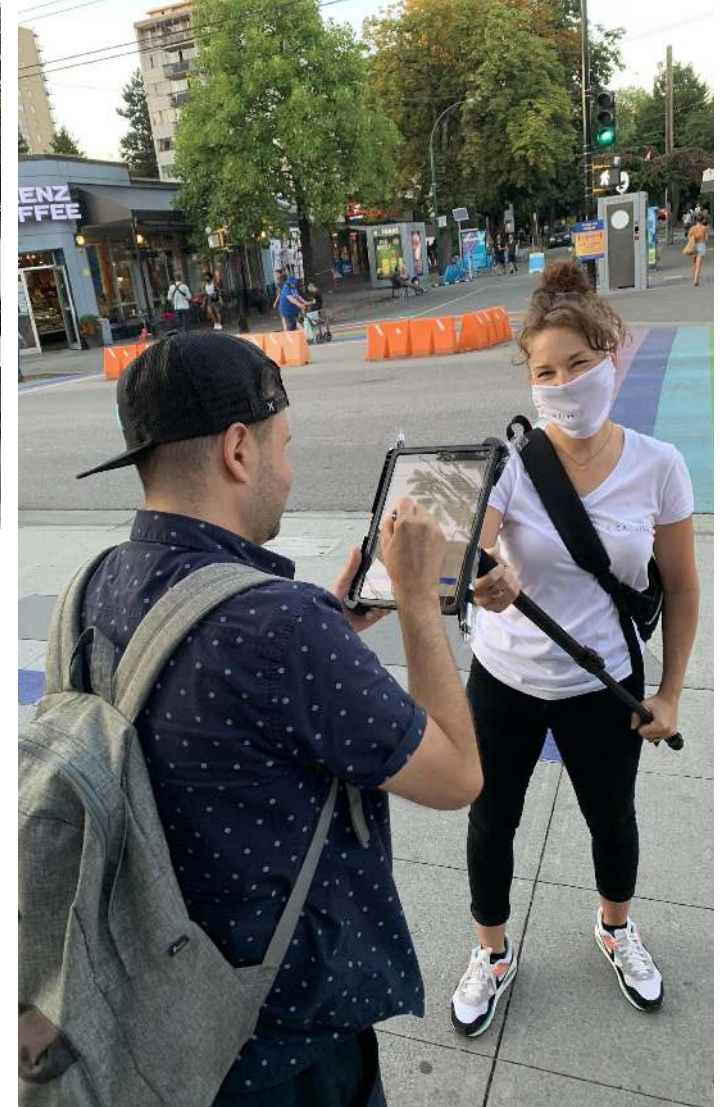




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**CASE STUDIES****NATIONAL SMOKELESS TOBACCO****Data collection. Intercept Program.**

- 2000 to 2020
- Skoal & Copenhagen
- National data collection through intercept program in various markets from coast to coast
- **Over 10,000 adult-consent completed forms every year**
- NSTC Compliance training
- PPE for our staff
- Contact-free Intercept
- Zero consumer incidents or complaints communicated to NSTC in over 20 years of infield activations.





## C

## CASE STUDIES

CRONOS/SPINACH

**Data collection. Intercept Program.**

- National data collection through intercept program during summer 2019
- Spinach & Cove
- **Over 10,000 adult-consent sign-ups over a 5-week calendar of outings**
- Design & programming of app on iPads for data capture



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**CASE STUDIES**

VAPING BRAND

**Data collection through  
Intercepts/Teams conducting  
Research in age-gated locations**

- In all canadian Markets
- Fall 2019
- Unbranded Research Approach on Vaping Category
- Targeting age-verified adults SMOKERS OR VAPERS
- Preferred locations for Intercepts: AOL line-ups and inside AOL
- Plan for 10K emails in only 6 weeks in 4 different provinces





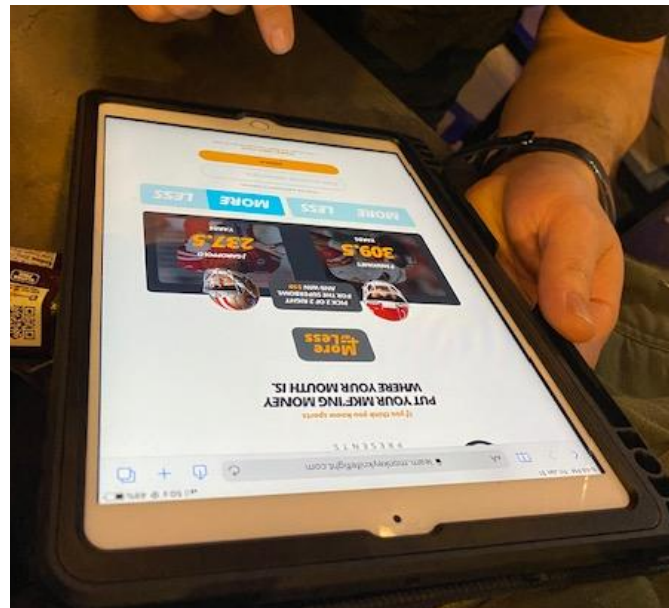
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**CASE STUDIES**

MONKEY KNIFE FIGHT.COM

**Data collection & Brand education Program.**

- US market/California
- Active January to March, 2020
- Targeting age-verified adults only / Sports Fans
- Data collection through More or Less Game on Captive's devices to collect email addresses
- CRM Program & Incentives presentation to new opt-in users to encourage completion of sign-up process on MKF. com



## C

## CASE STUDIES

## ITL VENDOR PROGRAM &amp; PRIVATE EVENTS

## National vendor program

- Over 1,000 deployments per year
- In all markets, coast to coast
- Brand ambassadors for consumer interaction about product/brand
- Results: Met goals on packs sold per deployment

## Private events

- **Product launch:** 3G duMAURIER, Vogue, Reloc launch, Players new pack
- Private events for retailers and partners
- Over 500 people per event





