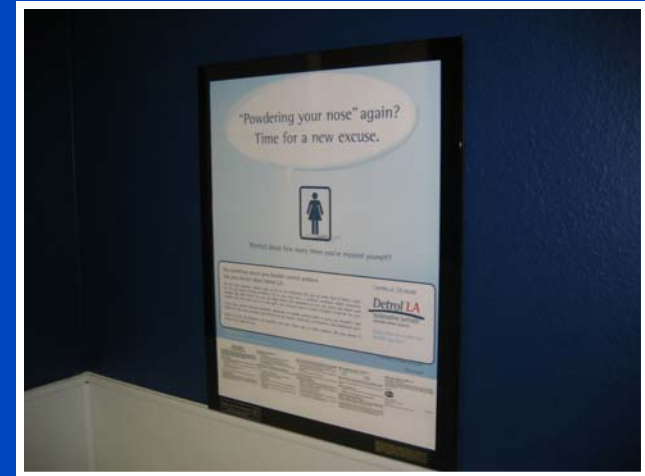


HCPN CASE STUDY: DETROL



Components: Standard panels placed in bathrooms and stalls of select women's only clubs in key markets.

Success Measurements: 77% total ad recall (62% of recall unaided); 65% expressed at least some interest in learning more about Detrol (with most indicating they would speak with their doctor). Client extended campaign for additional months.

Health Club Panel Network™

A CAPTIVE MEDIA COMPANY

