

# Confinement Escape Rooms

## CASE STUDY

### Challenge

Confinement Escape Rooms have multiple escape rooms with different stories that they wanted to advertise.

With two locations, the solution needed to be targeted and engaging, building brand awareness and driving call to action.

Their ultimate goal was to get new bookings.

### Solution

A creative approach by bringing characters from their rooms to life and having them voice the audio ads, was an ear catching way of creating a strong brand audio identity.

The characters told the story of their room from their perspective and encouraged the listener to come to Confinement to find out how the story ends, driving consumer action.

### Results

Confinement experienced excellent results with an **increase in bookings of 41%**.

They also experienced an **increase of visitors to their website by 15%**. 60% of those were first time visitors.

A fantastic achievement which also garnered a win at the 2024 Radio & Podcast Awards for **Best Commercial Campaign**.



"We were very impressed with the results! The Ads were very creative and unique which was exactly what I was asking for. We've also enjoyed lots of positive feedback about the campaign from existing and new customers alike. We are thrilled with the results, and we look forward to continuing our relationship with NZME in the future."

- Deiryn Salisbury, Director

## Audio Ad



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THE  
HITS



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ME.**  
NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

**BE HEARD. EVERYONE'S HERE.**