

fonemedia x Manchester City Council

Public ← Drowning risks ↑ Awareness

➔ The brief

Manchester City Council sought to raise awareness about the drowning risks in the Canal Street area, particularly for men drinking while watching football. The Greater Manchester Fire and Rescue Service highlighted the heightened risk for those under the influence of alcohol or drugs.



Mobile Plus
particular audience

- Geographic
- Language
- IAB category
- Demographic
- Keyword
- Pre-built audience

1.45%
CTR

87.14%
Viewability rate

➔ The solution

We implemented a **Mobile Plus video campaign, targeting males aged 18-40** in the Canal Street area. The campaign also used keyword and phrase targeting to reach those searching for related interests, ensuring the ads were engaging and relevant.

➔ The results

25,670
Impressions

858+
Clicks

3.34%
Click-through rate

The campaign delivered **25,670 impressions**, achieving a **3.34% click-through rate and generating 858 clicks**. With a 58% video completion rate (VTR), the campaign effectively reached and resonated with the target audience.

➔ About fonemedia

Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.

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