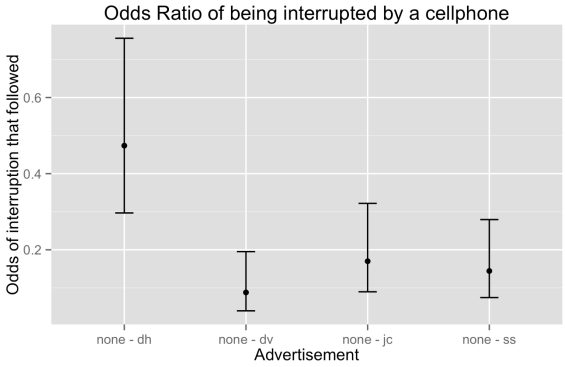
Orange - mobile provider, launched an ad campaign aiming to lower cellphone interruption in movie theaters. There were 4 different ads: Daryl Hannah (dh), Darth Vader (dv), John Cleese (jc) , Stephen Segul (ss). The number of interruptions was dichotomized to represent “Yes” for interrupted and “No” for none.

Figure 1. Odds ratio of interruption



The findings are summarized in Figure 1. show the contrast of odds between no ads vs aired ads. No ad is the control, where the odds ratio of interruption are 1. In contrast, the odds of being interrupted after DH were 53% (71%, 24.5%) $p < 0.01$, less than none, DV were 91% (96%, 80.5%), JC were 83% (91%, 68%), and SS were 86% (93%, 72%)c lower compared to no ad aired with $p < 0.001$.

While it is important to note that the odds of being interrupted were lower in the intervention, the differences between the intervention were not as obvious. Darth Vader ad, had much greater effect than Daryl Hannah but it is not more effective than John Cleese or Steven Segul because the 95% Confidence Intervals overlap.

Table 1. Summary of intervention

Intervention	Odds Ratio	Lower 95%	Upper 95%	*p-value*
Darryl Hannah	0.47	0.30	0.755	*0.015*
Darth Vader	0.09	0.04	0.195	*< 0.001*
John Cleese	0.17	0.09	0.321	*< 0.001*
Stephen Segul	0.14	0.07	0.279	*< 0.001*