

# Measuring the **Impact** and **Effectiveness** of Cinema Advertising

**Prepared for Cinemark**

**18<sup>th</sup> September 2012**

9032\_47103964



# Why Cinema?



## Youth Stronghold

- Brand conscious
- Early adopters
- Huge potential spending power
- High levels of influence on household purchase decisions
- Highly sociable



## Affluent Market Skew

- Economically active, highly lucrative market
- Can afford high ticket items
- Influential and well-connected
- Can afford to go to the movies more often



## The Experience

- High impact of the BIG screen
- Guaranteed captive audience in a good frame of mind
- No ad zapping/channel surfing
- A place to escape and relax



# Why Cinema?

= A more engaged, receptive market



**= Higher levels of noting and liking???**  
**= Improved ROI???**



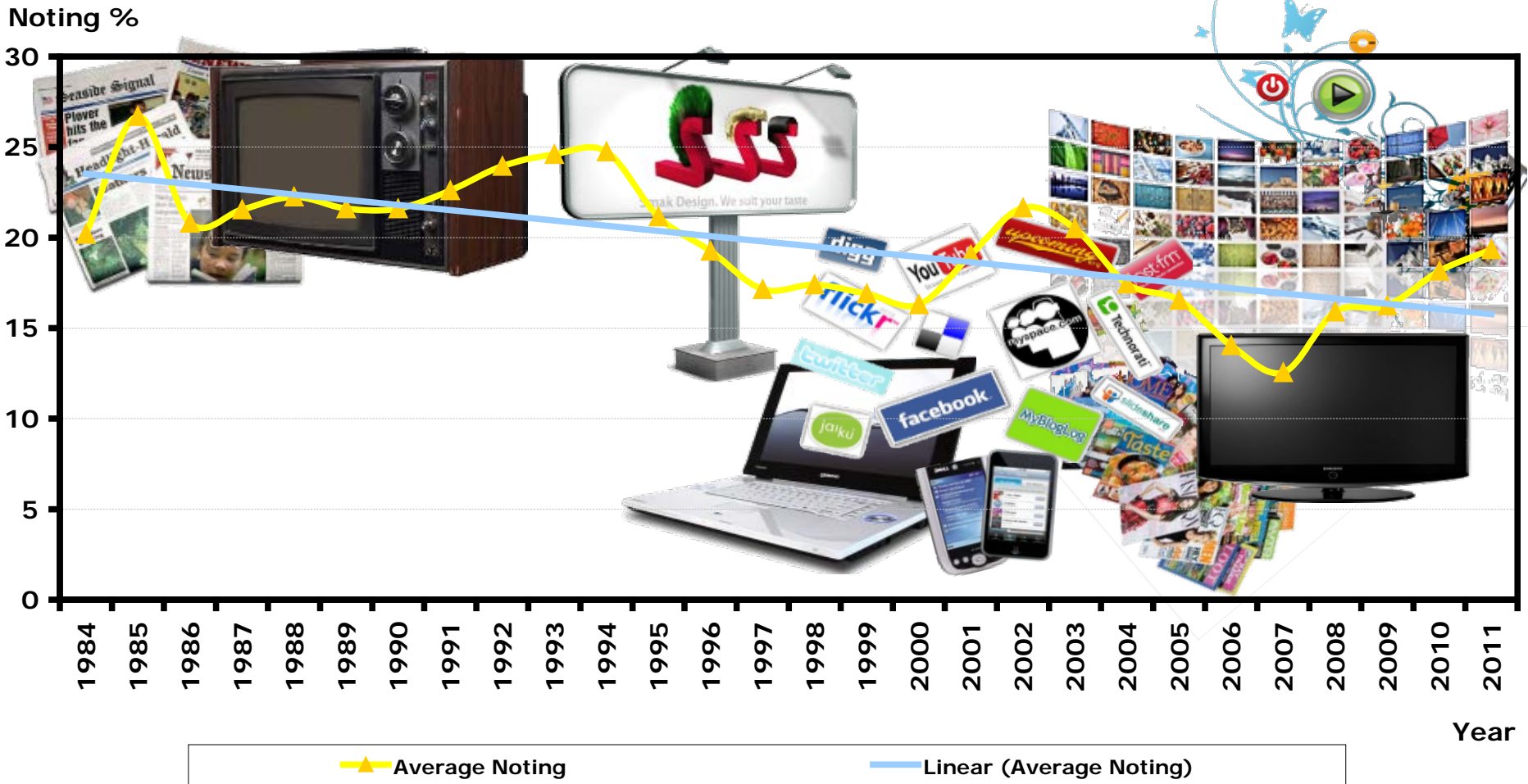
# Objectives

**“To evaluate whether adverts that launched concurrently on both TV and Cinema are responding at higher levels than commercials that launched on TV in isolation”**



This clutter has had an enormous impact on noting levels over time, with Client's media budgets needing to work much harder...

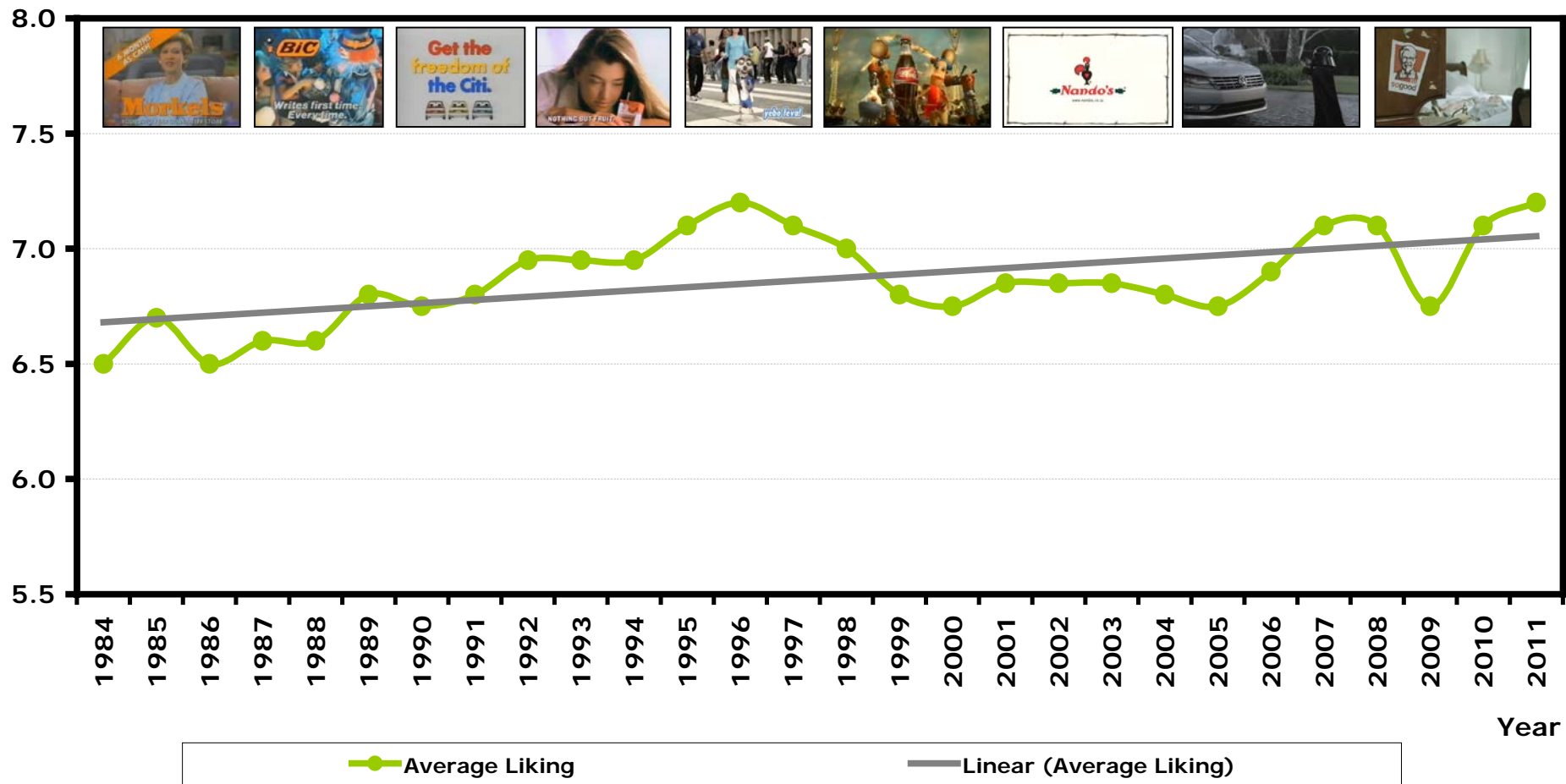
## Adtrack Trend Data - Average Noting % 1984 to 2011 LSM 5-10



However, liking is on the increase... This is an indication that the quality and calibre of commercials being produced is improving

## Adtrack Trend Data - Average Liking 1984 to 2011 LSM 5-10

Average Liking



# Our Tracking and Measurement

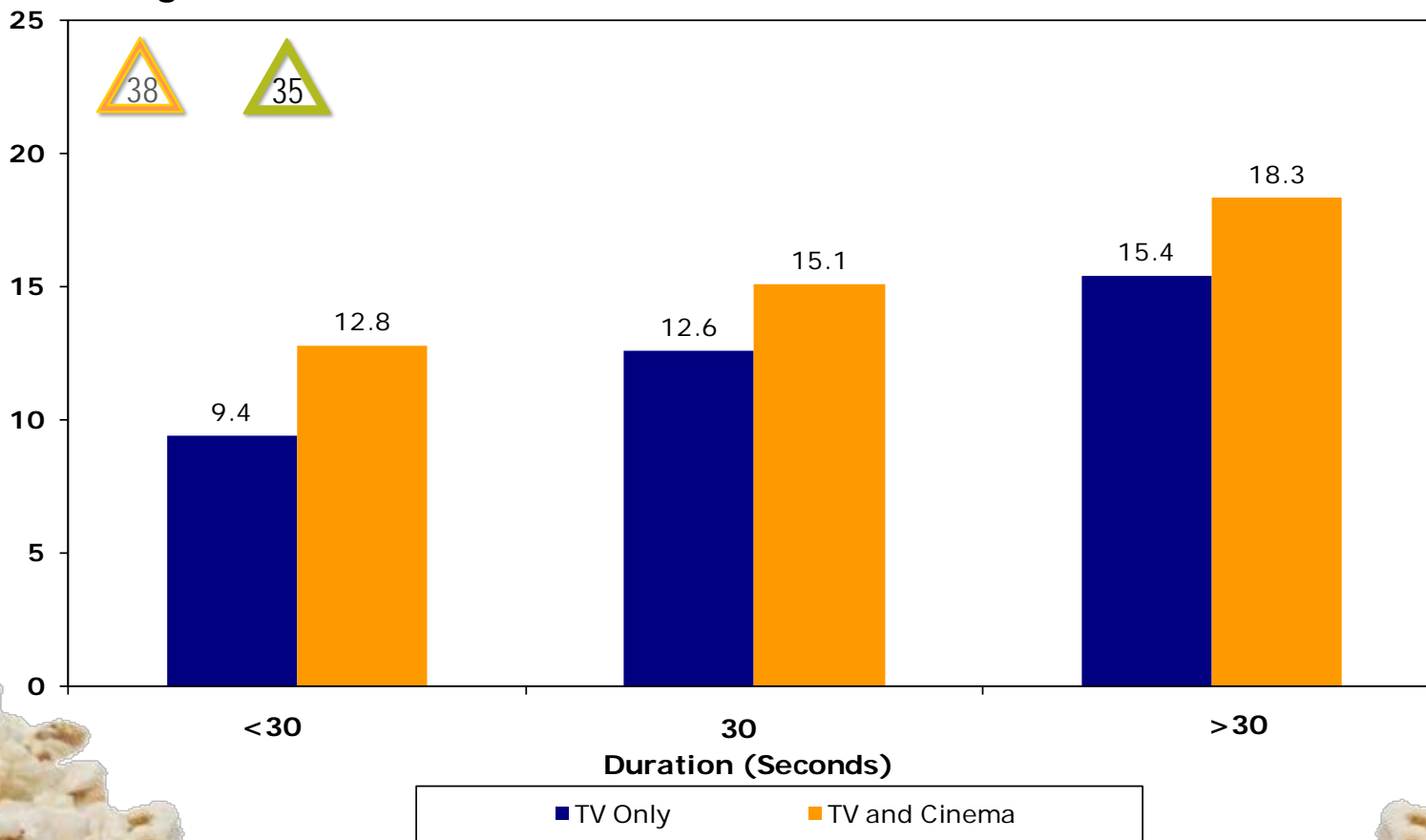
- All new brand commercials are tracked in the 3<sup>rd</sup> week post launch
- In this week we measure the following:
  - Prompted Awareness: Have you seen any advertising for Brand X?
  - Verified Noting: If yes, please describe the commercial (80% verification required)
  - Liking: Please rate the commercial on a liking score out of 10
- We received a list from Cinemark of the brands who advertised on Cinema at launch and classified our database into two categories – TV only and TV plus Cinema



A stronger Noting result is seen amongst executions that launched on both TV & Cinema simultaneously. Commercials longer than 30 seconds tend to generate the strongest awareness levels. Delta (% uplift off norm) = 38% (previously 35%).

## Effective Noting-Total

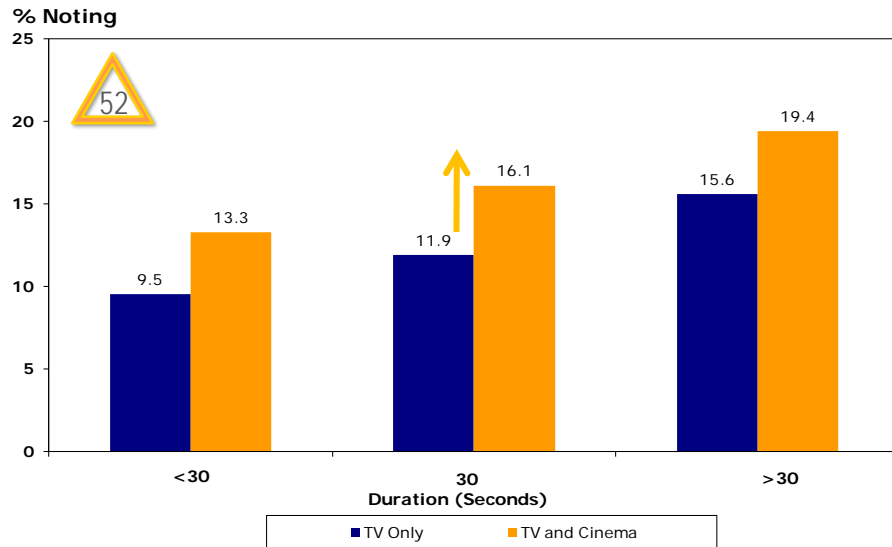
% Noting



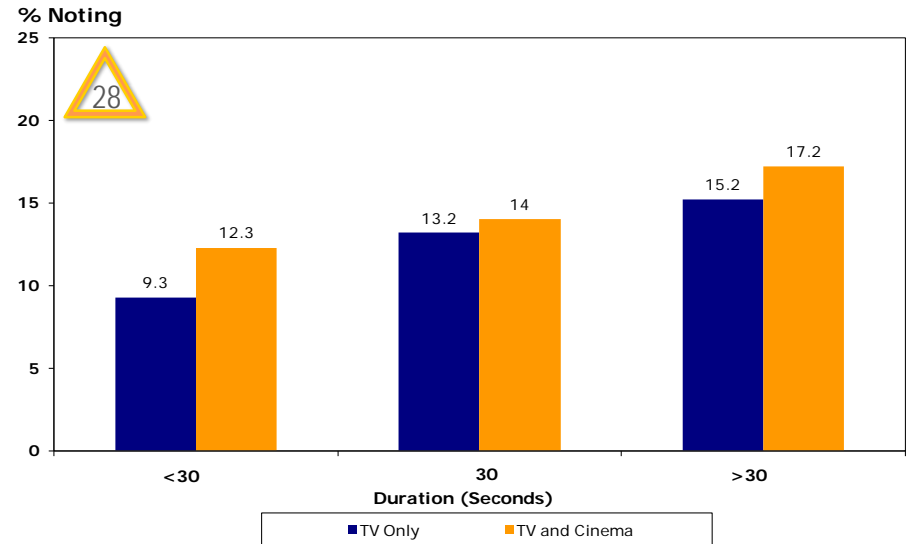


A stronger Noting bias is evident amongst Male respondents with executions that launched on both TV & Cinema simultaneously with a 30 second generating the greatest uplift response when compared to adverts with TV exposure only.

Effective Noting -Males

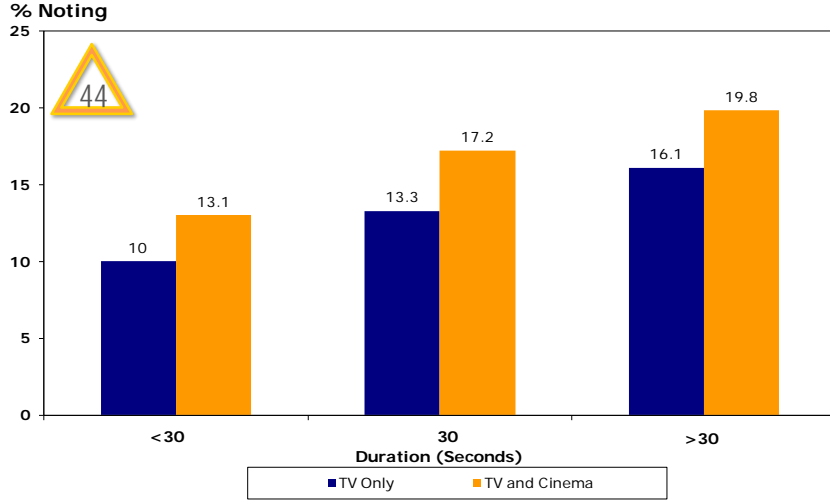


Effective Noting-Females

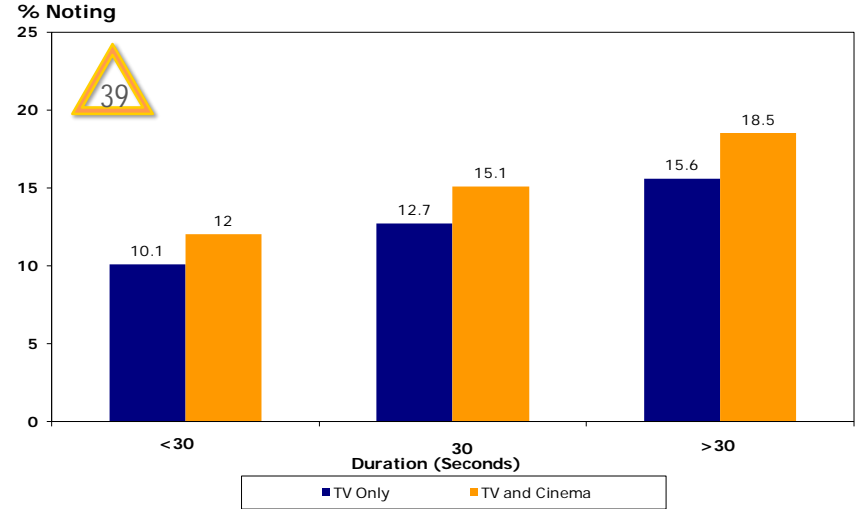


A bias is evident amongst the younger age group, 16-24, with the highest noting levels achieved in comparison to the other age groups. Older age groups show less efficiency amongst ads that launched on both TV & Cinema, albeit at a higher level than TV alone.

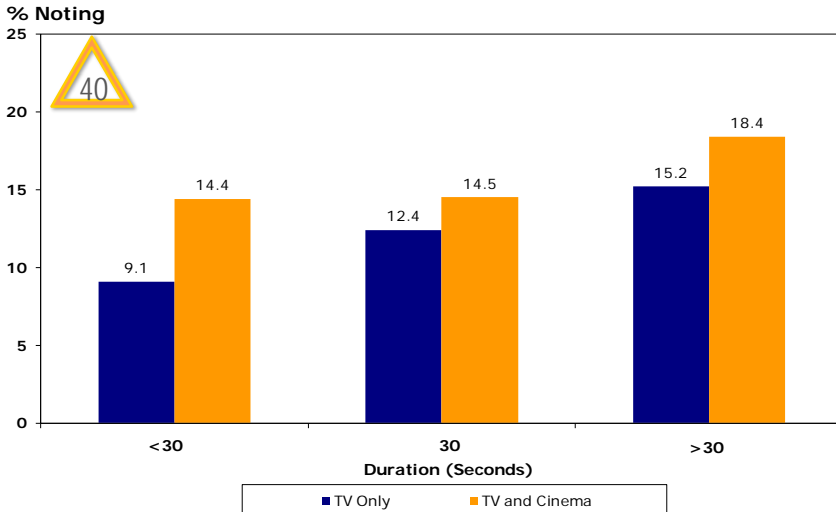
Effective Noting- Ages 16-24



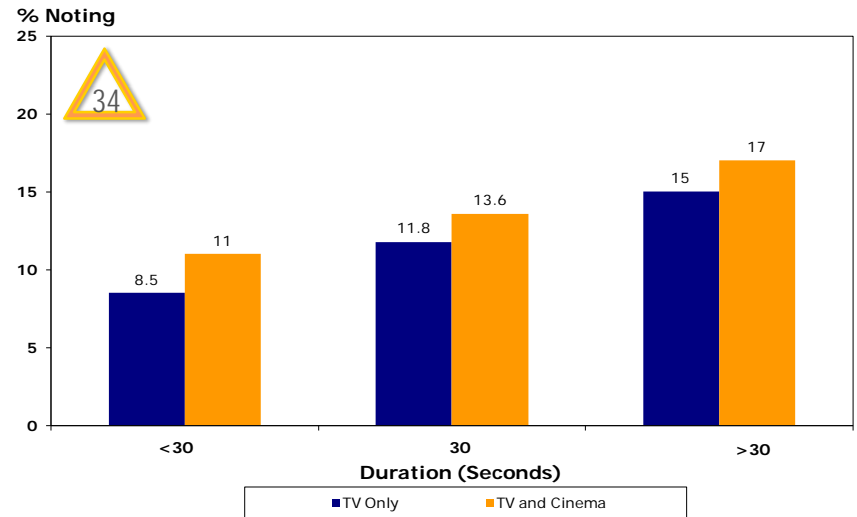
Effective Noting - Ages 25-34



Effective Noting-Ages 35-50



Effective Noting - Ages 50+



# Developed Market key learnings

1. Adverts on both TV & Cinema show a significant increase in Noting responses relative to those adverts on TV only
2. This effect occurs across all durations
3. The effect is biased towards longer duration executions
4. A bias towards the Male and Age 16-24 segments is seen
  - Both these segments are relatively 'hard to reach' TV Audiences



# Overall key take-out

1. Cinema continues to prove itself as an effective medium that works very well in conjunction with TV
  - Cinema can boost awareness when a synergistic approach is utilised
  - Take-out of Cinema advertising is stronger probably due to the big screen impact, less interruptions and distractions, as well as a more engaged target audience in an attentive frame of mind
2. Overall, a 38% improvement in response is evident. This is a slight increase relative to the previous 2000 study and suggests that cinema continues to be effective at generating noting uplifts for TV advertising – this is despite general declines in TV noting levels over the same period
3. Perfect “Big Brand” platform, with the bigger brands dominating the top performing adverts list – this is especially relevant for brands targeting younger and male audiences



# Overall summary



**“The combination of Cinema and TV exposure is greater than the sum of the parts”**

