

BUILDING **B**OX OFFICE **B**RANDS

VOLUME III

**PROVING CINEMA'S UNIQUE VALUE AS PART
OF ADVERTISERS' AV SCHEDULES**

WHAT IS ECONOMETRICS?

If sales are a cake, econometrics determines the recipe, identifying and quantifying ALL key drivers/ingredients.

The technique assigns a weight to each ingredient. Once the 'recipe' is known, we can reproduce the cake by combining the weighted ingredients together, with an understanding of which ones are adding the most to the mix.

INGREDIENTS INCLUDE:

Advertising
PR
Pricing
Brand Awareness

Competitor
Marketing
Seasonality
Economic change



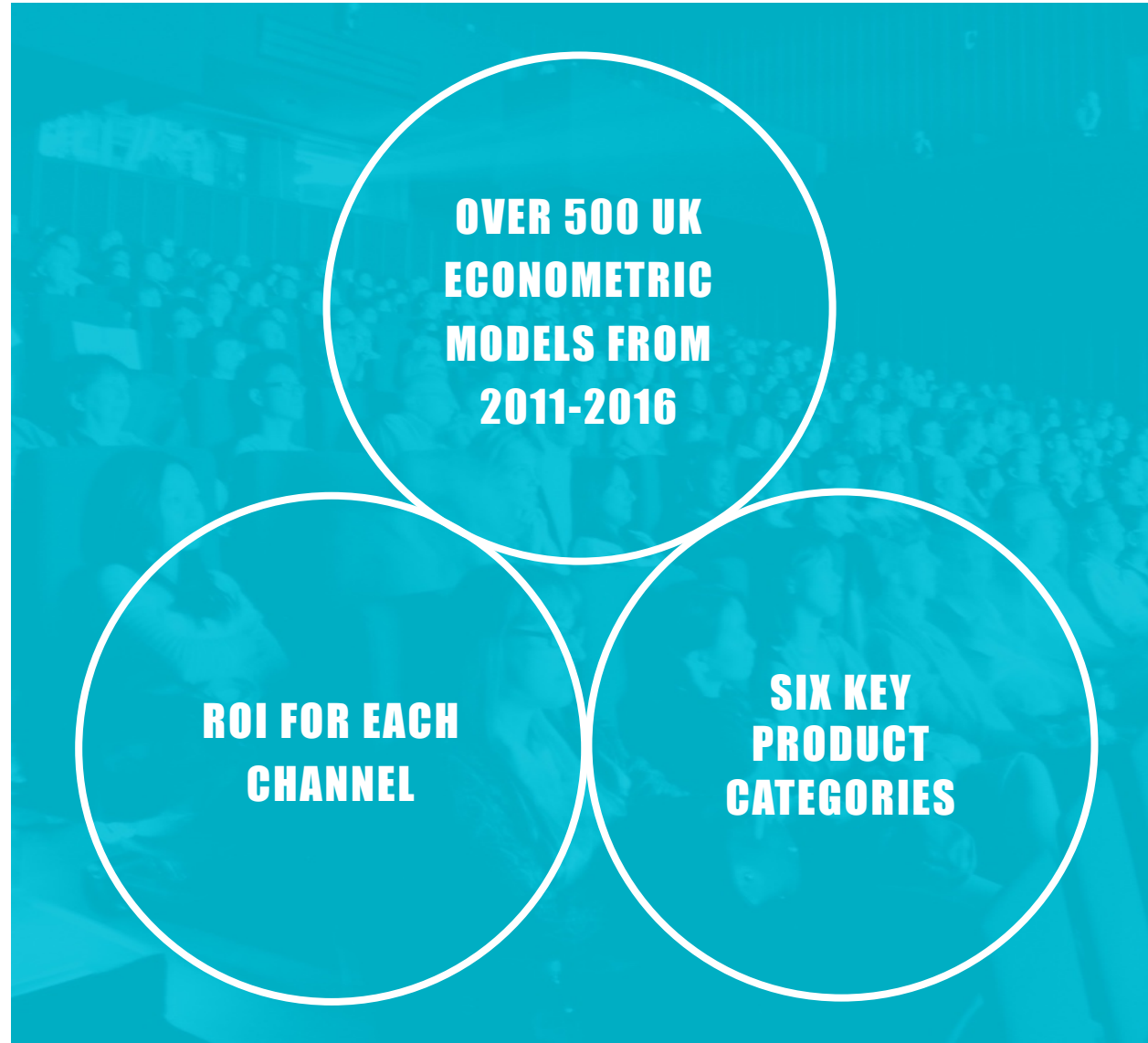


THE METHODOLOGY

META-ANALYSIS

Meta-analysis, which is common in pharmaceutical research, is essentially the detailed evaluation of hundreds of different cakes and recipes to determine which ingredients work best.

In this case we want to understand how each media channel works for advertisers in different sectors and the return on investment it delivers.

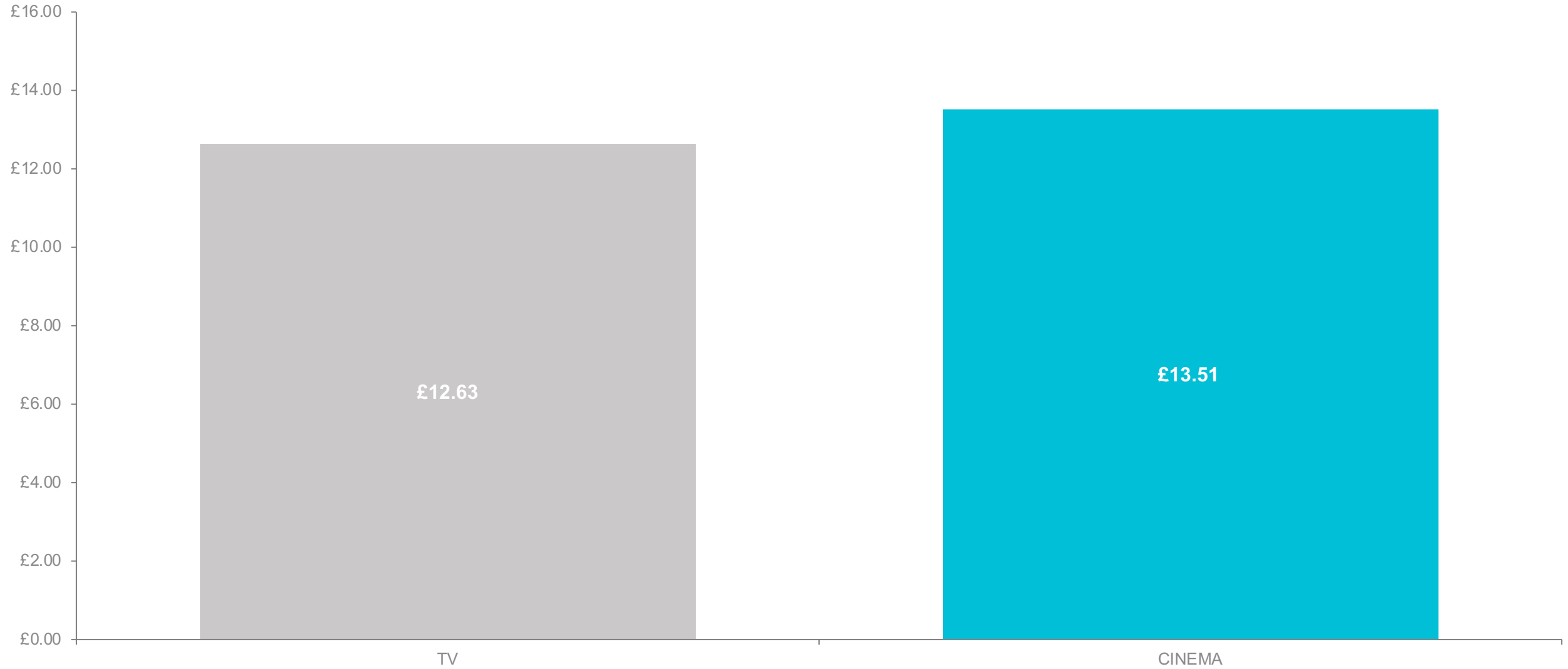




RETAIL

RETAIL – RETURN ON INVESTMENT

For retail advertisers, cinema delivers an average Revenue ROI of £13.51 for every £1 spent

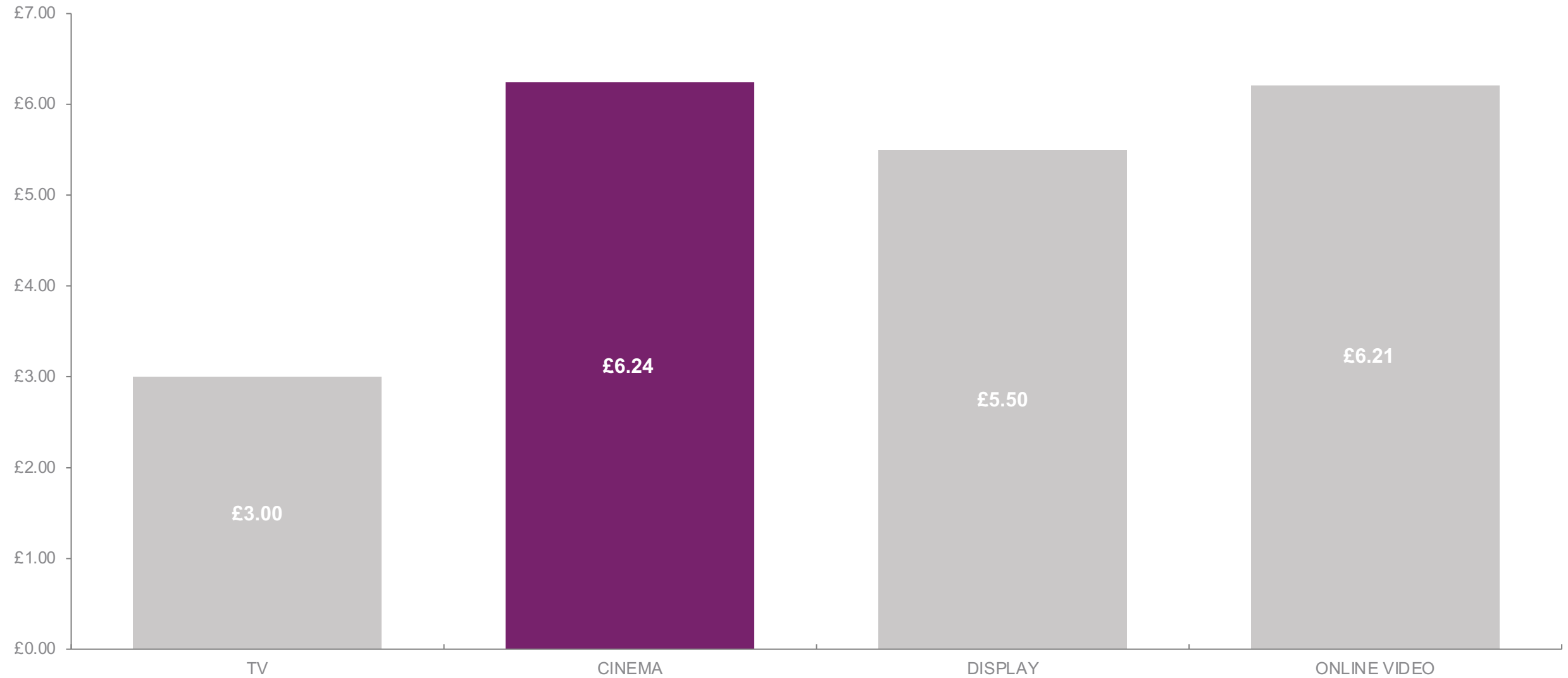




TOYS, GAMES & CONSOLES

TOYS, GAMES & CONSOLES – RETURN ON INVESTMENT

Toys, games and console brands see an average return of £6.24 for every £1 spent on cinema advertising

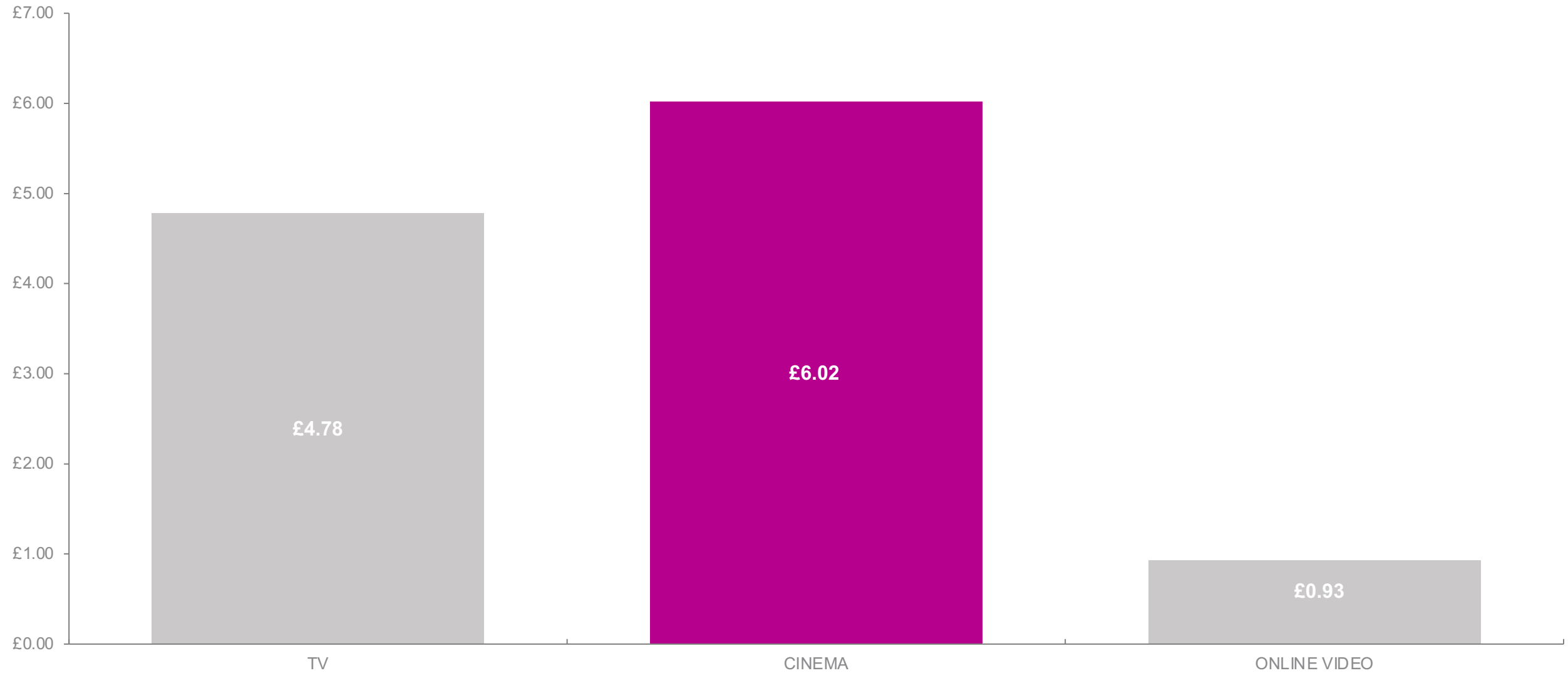


A man with a mustache, wearing a dark tuxedo jacket, a white dress shirt, and a black bow tie, stands in the center of a baggage claim carousel. The carousel is filled with various items, including bags and suitcases, all of which are slightly out of focus. The background is a grid of metal frames, typical of a baggage claim carousel. The entire image has a semi-transparent purple overlay.

TRAVEL & TRANSPORT

TRAVEL & TRANSPORT – RETURN ON INVESTMENT

On average, Travel & Transport advertisers see a bigger ROI from cinema than TV and online video

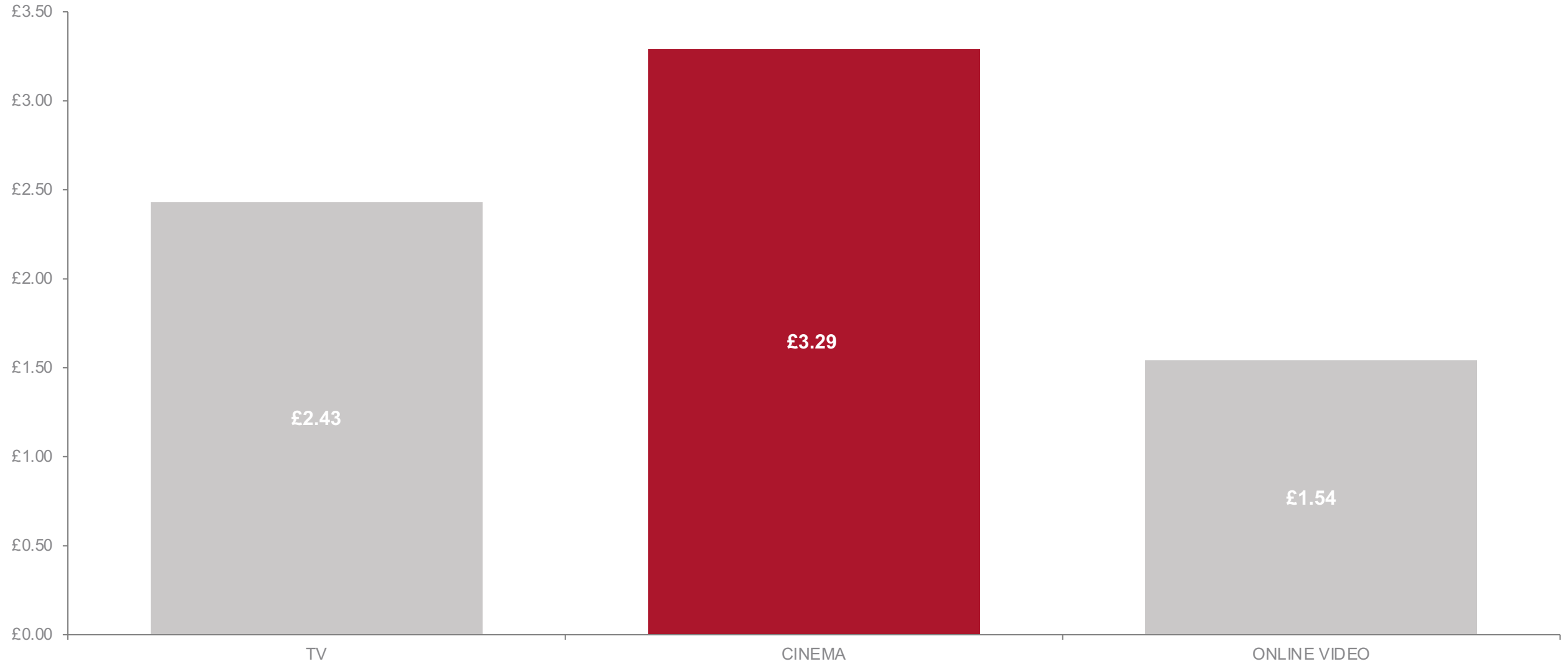




TELECOMS

TELECOMS – RETURN ON INVESTMENT

On average, cinema delivers a better ROI for telecoms advertisers than TV and online video

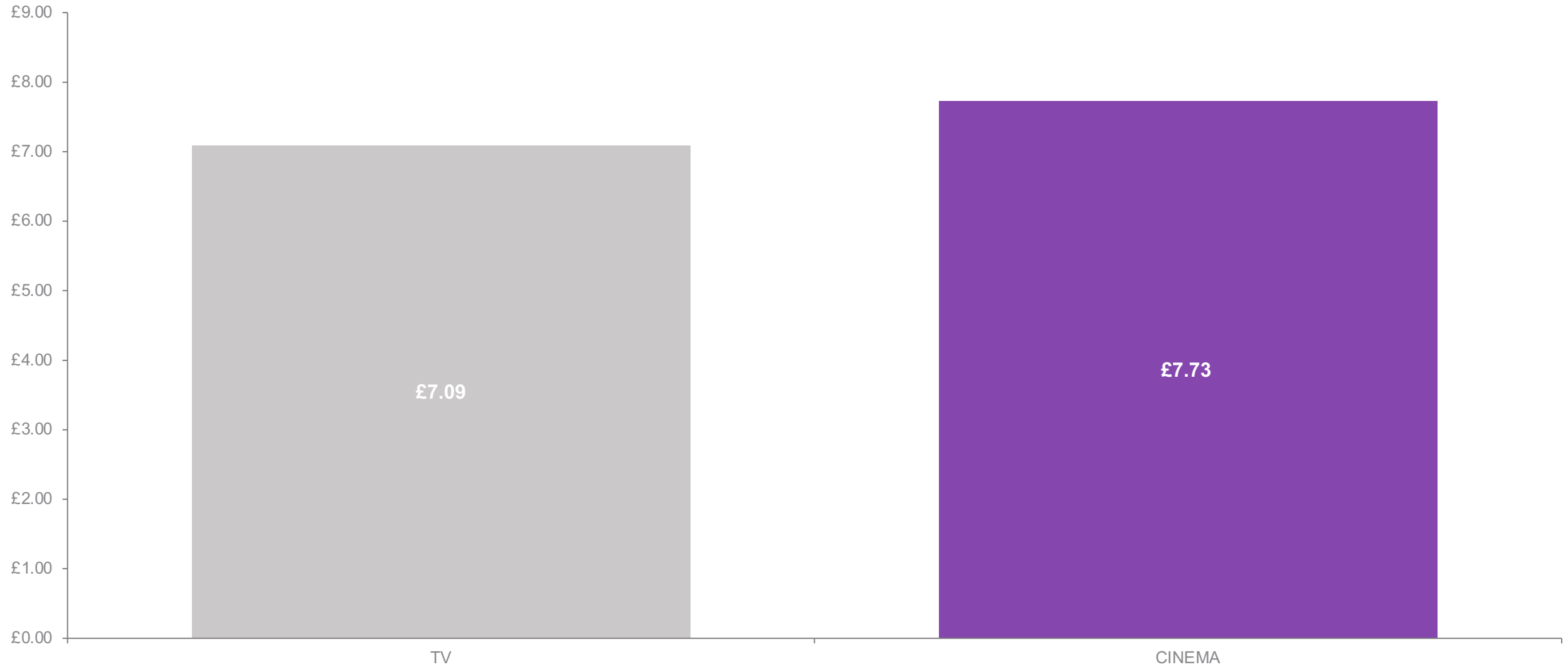


A purple-tinted background image showing the Avengers team running forward. Captain America is in the center, holding his shield. Other team members like Iron Man, Thor, and Black Widow are visible around him.

ALL SERVICES

ALL SERVICES – RETURN ON INVESTMENT

On average, cinema delivers a return of £7.73 for every £1 spent by Services advertisers



HOW CAN DCM HELP?

Post campaign spot report

FOR SUCCESSFUL MEASUREMENT YOU NEED

QUALITY

Granular data
Right metric

VARIATION

Over time
Across space / regions
Over creative messaging

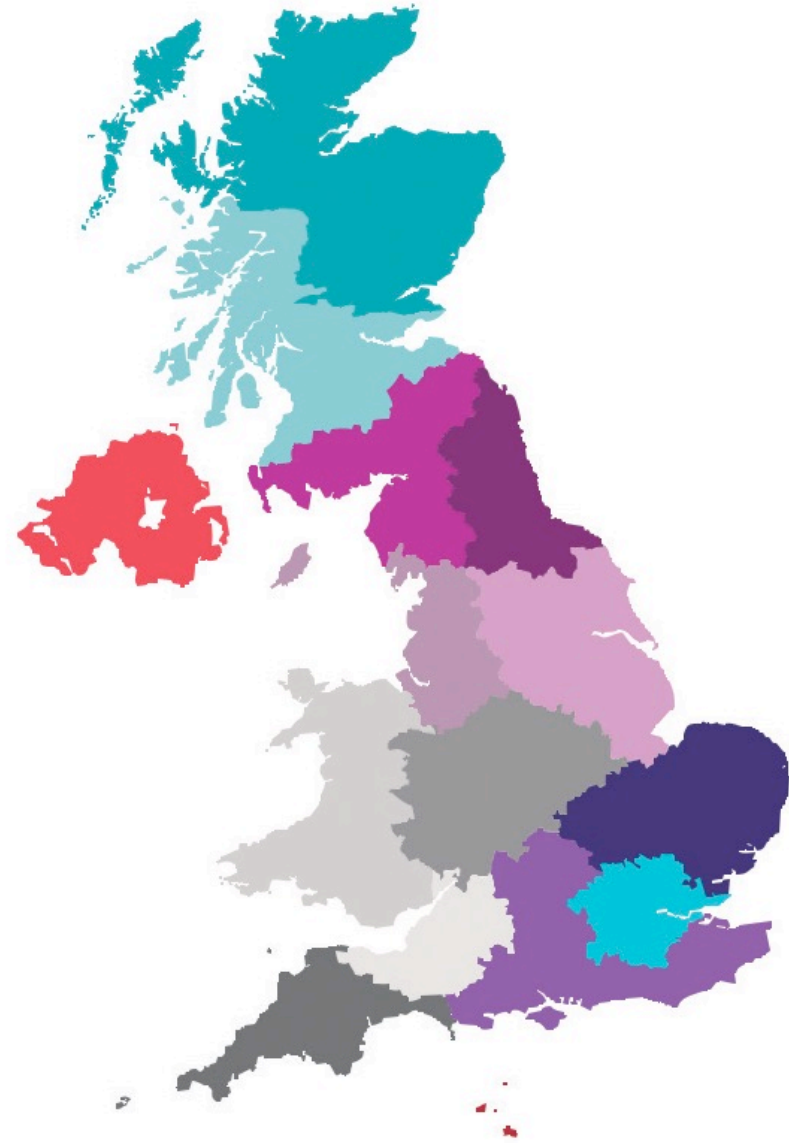
CONTEXT

Objective of campaign
Media landscape
Measuring against the right KPI

HISTORICAL DATA SUPPLY FROM DCM

Challenges

- Admissions data supplied by week either regionally or Nationally
- No data by day of week
- No data by site
- Difficult for econometric teams to pin point exactly where admissions have been delivered and the sales impact they've had.

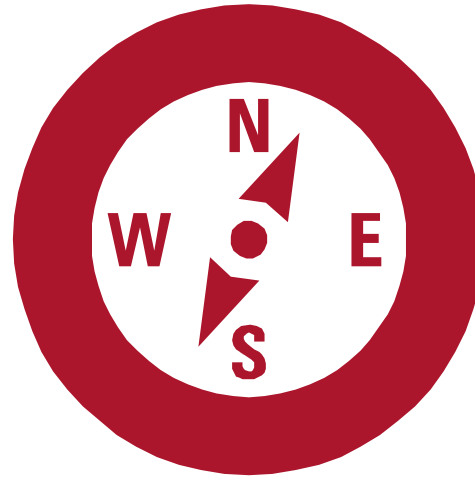


PINPOINTING CINEMA ROI

Econometrics



Since 2015 we have been able to supply a **post-campaign spot report** for every ad in a campaign by site and showing



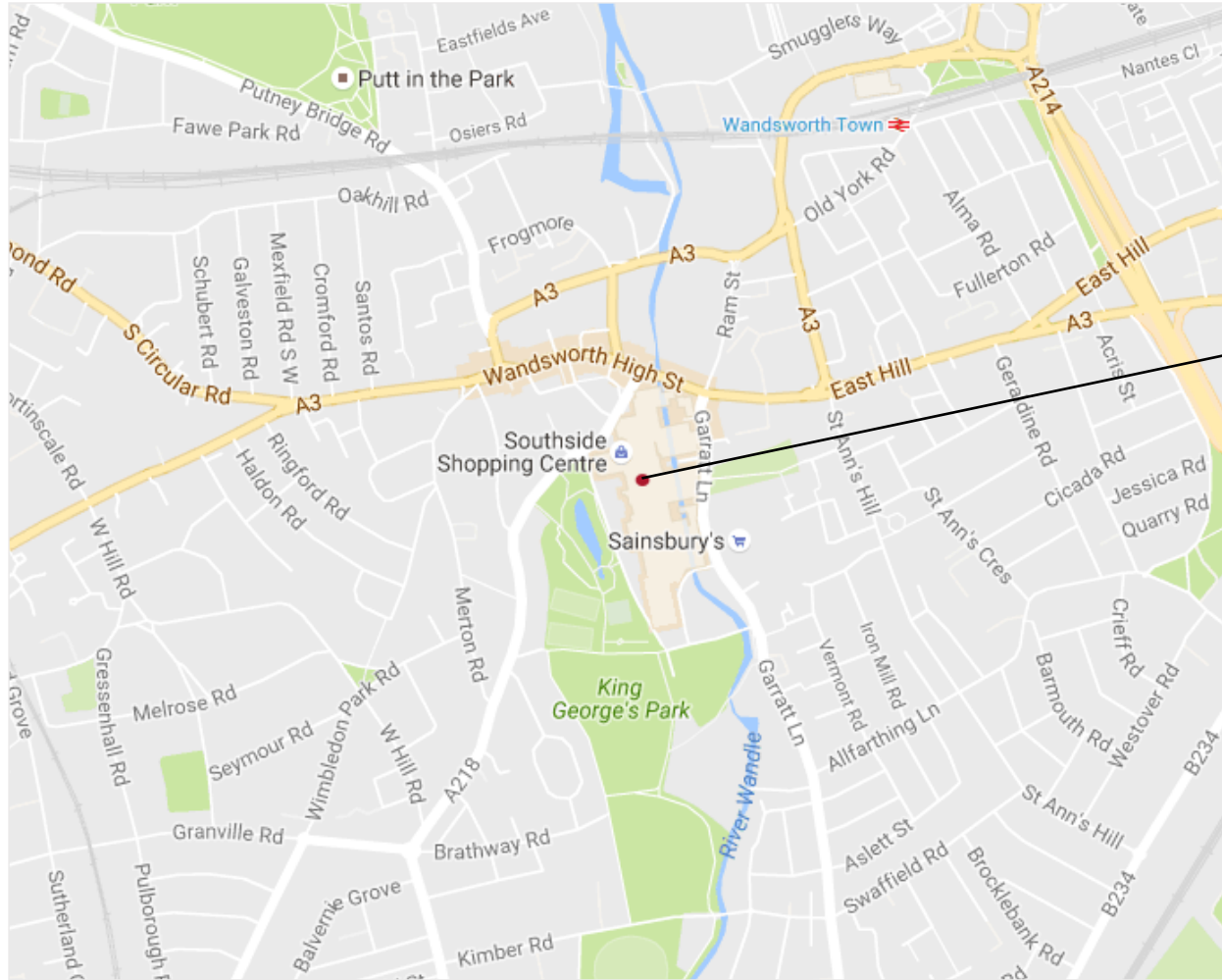
Data is overlaid with **longitude/ latitudinal or postcode** information



The econometrics team then **pin point cinema admissions delivery vs. store uplifts in sales** to provide an accurate ROI figure

WHAT IS A POST-CAMPAIGN SPOT REPORT?

Cineworld Wandsworth



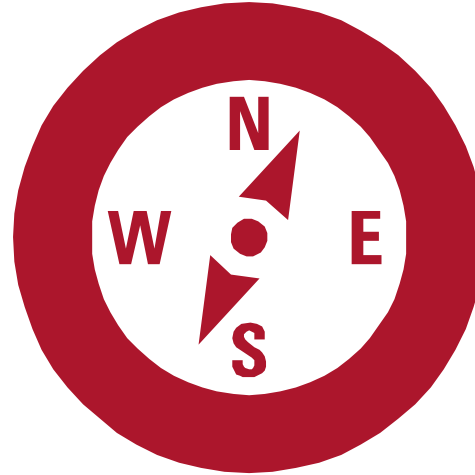
Screen No.	Date	Time	Actual	Movie
1	15/10/16	11:40	40	Storks 2D
1	15/10/16	14:00	85	Storks 2D
1	15/10/16	16:15	123	Storks 2D
1	15/10/16	18:30	104	Storks 2D
1	15/10/16	20:50	177	Inferno
2	15/10/16	10:10	10	Kubo And The Two Strings 2D
2	15/10/16	12:40	25	American Honey
2	15/10/16	16:10	32	American Honey
2	15/10/16	19:40	157	Girl On The Train, The
2	15/10/16	22:20	69	Girl On The Train, The
3	15/10/16	22:30	18	Bridget Jones's Baby
3	15/10/16	10:15	72	Ice Age: Collision Course
3	15/10/16	12:30	15	Storks 3D
3	15/10/16	14:50	92	Storks 2D
3	15/10/16	17:10	30	Storks 3D
3	15/10/16	19:30	105	Bridget Jones's Baby

PINPOINTING CINEMA ROI

Econometrics



Since 2015 we have been able to supply **spot data** for every ad in your campaign by site and showing



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The econometrics team then **pin point cinema admissions delivery vs. store uplifts in sales** to provide an accurate ROI figure

**THIS DATA IS QUICK
TO RUN AND READILY
AVAILABLE SO PLEASE
ENSURE YOU REQUEST IT
POST EACH CAMPAIGN**

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