



digital cinema media

CINEMA EFFECTIVENESS ROADMAP

How to get cinema on the plan,
demonstrate its effectiveness, and
maximise the impact of your investment



CONTENTS

EXECUTIVE SUMMARY	3
CHAPTER 1: CINEMA EFFECTIVENESS THROUGH A PERFORMANCE LENS	4
CHAPTER 2: HOW TO GET CINEMA ON THE PLAN	8
CHAPTER 3: HOW TO DEMONSTRATE CINEMA EFFECTIVENESS	16
CHAPTER 4: HOW TO MAXIMISE THE IMPACT OF CINEMA INVESTMENT	22
ACKNOWLEDGEMENTS	28

EXECUTIVE SUMMARY

In an increasingly complex media landscape, measurement is playing a more important role in channel investment decision making. Measuring cinema in both the short and the long term is easy with this step-by-step guide.

Whilst most people perceive cinema as a brand building channel it is possible to measure cinema performance in the short term. Indeed, many savvy advertisers have seen successful sales activation and brand outcomes as a consequence of their cinema investment.

It's a false dichotomy to label any channel as brand or performance and cinema is no different. However, understanding precisely how to unlock both these opportunities is the key challenge for advertisers. The road to achieving both short and long term effectiveness for cinema starts with making the case for cinema on the plan. There are well established arguments for cinema such as the immersive environment and trusted context, which have been linked to positive brand outcomes. Attention evidence also explains why the creative impact is often higher.

However, less well understood is the level of accountability that cinema can deliver. Cinema admissions data is available via forecasts and then daily updates. This type of data is invaluable for performance marketers.

It can be provided in a level of granularity that is well suited for modelling purposes, which means that practitioners are able to see both short and long term effects in their work.

Demonstrating cinema effectiveness in the short term starts with accessing this readily available data and using it as part of your campaign performance or measurement framework. Measuring longer term brand and ROI effects involves using brand tracking and statistical modelling techniques. This guide will walk you through best practice in these areas.

To make the most of cinema you can find inspiration in the work of award-winning advertisers. For example, wagamama discovered the secret power of cinema to deliver incremental revenue growth by successfully using a test and learn approach. In this case cinema was responsible for 60% of the incremental sales delivered.

Advertisers such as wagamama, Cancer Research and Deliveroo have used cinema in novel ways to deliver both brand and performance outcomes. Cancer Research used a smart copy rotation tactic to drive an increased level of donations, and Deliveroo combined their cinema activity with mobile geo-targeting to drive post film takeaways.

CHAPTER 1

CINEMA EFFECTIVENESS THROUGH A PERFORMANCE LENS



digital cinema media



A changing landscape

It's no exaggeration to say the media landscape is experiencing some fundamental shifts with commercial media usage declining. The latest IPA Touchpoint report outlines a media environment that is increasingly complex - most significantly **it's becoming harder to rely on one channel to generate reach.**

Econometricians report a proliferation in the data sources they are analysing, so this complexity is also reflected in advertiser spend. In the midst of rising complexity, not all advertisers are getting the mix right. According to a new report from University of Oxford, Saïd Business School and Kantar, **the average campaign could be 2.6 x more effective if advertisers followed a more goal orientated approach to their spending decisions.** However, rising complexity doesn't have to mean a decline in effectiveness - with smart planning and a strong data strategy you can optimise performance and deliver long term effectiveness.

“WHILST MODELLING IS GETTING MORE COMPLICATED AS MEDIA AND CORRESPONDING DATA SOURCES MULTIPLY, THERE ARE NOW MORE PRACTITIONERS OUT THERE WHO ARE CAPABLE OF EXPLAINING IT IN LAYMAN’S TERMS. PLUS THERE ARE FAR MORE CLIENTS WITH A BETTER UNDERSTANDING OF WHAT ECONOMETRICS CAN DO.”

*Louise Cook, Managing Director,
Holmes & Cook*

The pressure to prove short term effects

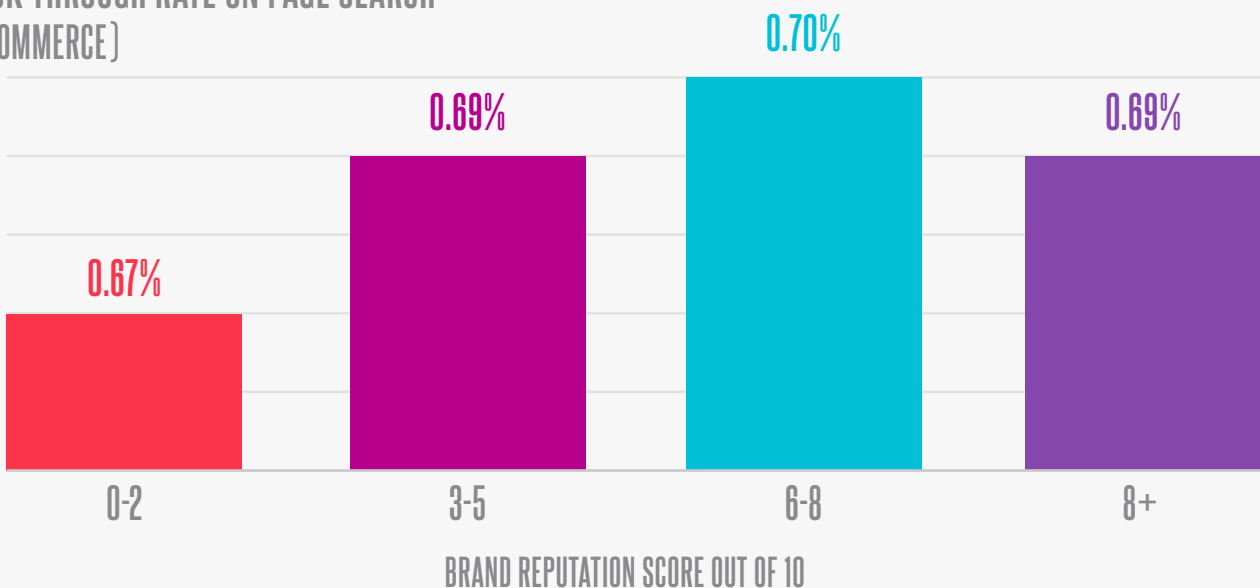
The challenge is that in a world of commodified data the pressure to prove short-term effects has increased. Automation of certain elements of measurement has exacerbated the problem, increasing expectations of speed and reducing barriers of cost. This has led to the rise of performance marketing. **Performance marketing in its purest sense is when advertisers pay for conversions that can include clicks, actions or any other measurable outcome.** Increasingly, even when advertisers aren't buying media in this way there is pressure to prove short-term channel results. There are well understood advertising marketplace pressures towards short termism.

The relationship between brand and performance

Setting up brand and performance as competing objectives and arbitrarily assigning channels their stereotypical roles is a false dichotomy, and a missed opportunity for more holistic planning. As Michael Lorenzo of Bleach says in his WARC opinion piece on this topic **“The truth is, a brand drives performance and performance marketing informs brand perception.”**

This relationship is clearly demonstrated in e-commerce data from Magic Numbers. Here you can see that brand building investment makes your performance marketing work harder. The data shows that click through rate improves when a brand has a high reputation score.

CLICK THROUGH RATE ON PAGE SEARCH (E-COMMERCE)



*Source: Magic Numbers

The myth of aligning channels a brand OR performance role

Econometricians measure short and long term effects and often see channels contributing to both. Within the planning discipline, heuristics tend to loom large with certain channels like TV, outdoor and cinema associated with brand building; while digital, search and social are associated with performance driven outcomes. **The reality is that most channels aren't brand or performance, deployed in the right way they can be used to deliver against both, and as we'll see this is also true for cinema.** Forward thinking brands like wagamama, McDonald's and Ikea have been taking this approach for some time.

Cinema effectiveness - a roadmap to prove effectiveness

Understanding how to prove these effects is one of the biggest challenges of modern-day planning. **Data proliferation means that expectations of evidence-based decision making are higher than ever.** In this guide we'll walk you through the three important steps for any brand considering cinema, and outline why many other brands should be giving this underutilised channel a try. **Testing and learning is at the heart of a performance mindset and it's increasingly possible to experiment with cinema in this way.**

The road to cinema effectiveness

1. **How to get cinema on the plan**
2. **How to demonstrate cinema effectiveness**
3. **How to maximise the impact of cinema investment**

HOW TO GET
CINEMA ON
THE PLAN

HOW TO
DEMONSTRATE
CINEMA
EFFECTIVENESS

HOW TO
MAXIMISE THE
IMPACT OF CINEMA
INVESTMENT

CHAPTER 2

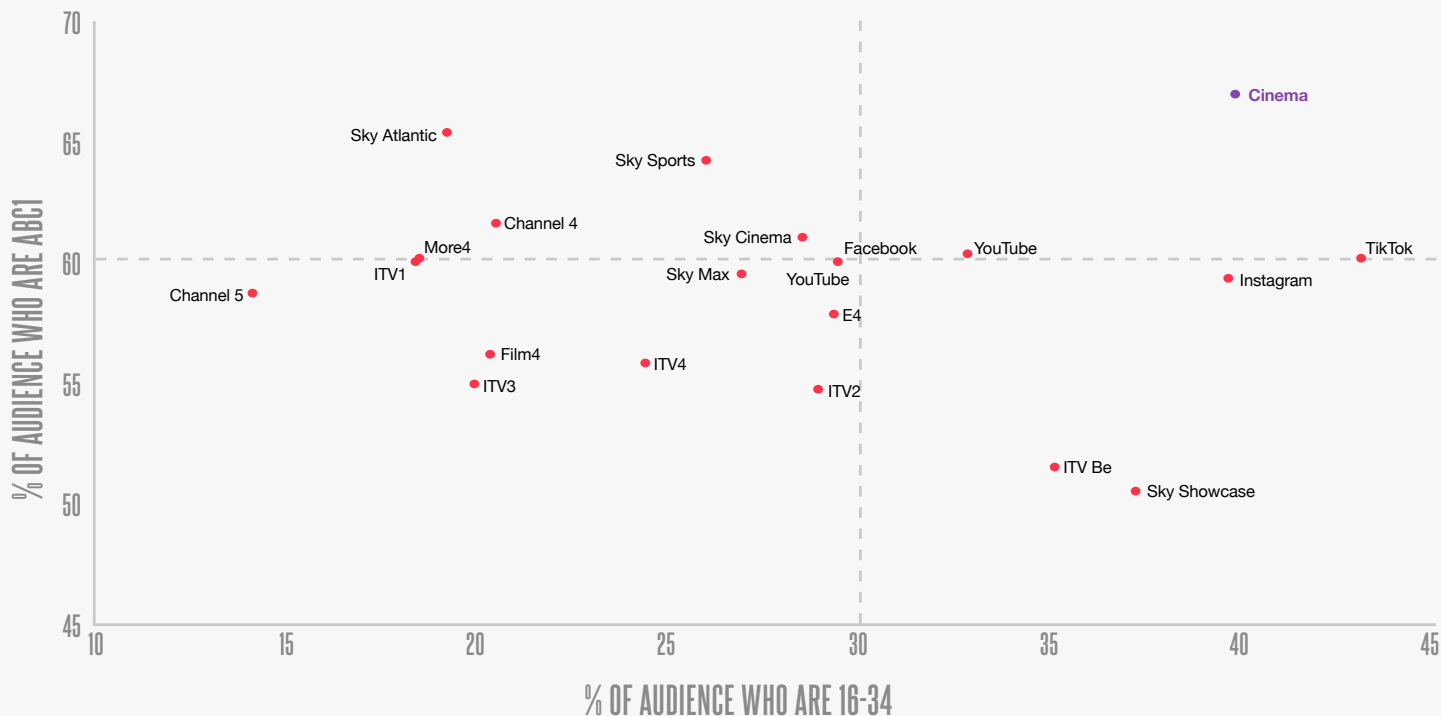
HOW TO GET CINEMA ON THE PLAN



digital cinema media

CINEMA PROFILES YOUNGER AND MORE UPMARKET VS. TV & ONLINE VIDEO

Cinema is a great complement to TV & online video campaigns providing a more affluent, younger skewing audience



*Source: GB TGI Feb 2023 (Jan-Dec 2022)- 'Been to the cinema in the last week' / Channels watched in the last week' / Instagram, Facebook, TikTok & YouTube = Used in last 7 days

Cinema continues to attract significant spend from big advertisers - in fact 73% of the top 100 multi-media advertisers have used cinema in the last 12 months*.

Cinema audiences skew younger and more affluent, so cinema is particularly attractive to advertisers wanting to win over youth

audiences, or those keen to focus their energies on audiences with spending power.

There are many well established arguments for using cinema in the mix. Cinema is a highly accountable channel in both the long and the short term as the following evidence will show.

'CINEMA IS PARTICULARLY ATTRACTIVE TO ADVERTISERS WANTING TO WIN OVER YOUTH AUDIENCES.'

*Source: Nielsen AdIntel



The big screen immersive environment leads to positive results for brand

The cinema experience is highly immersive - this big screen occasion is a unique opportunity in today's multimedia world. According to Touchpoints data cinema provides the happiest of all media consumption moments.

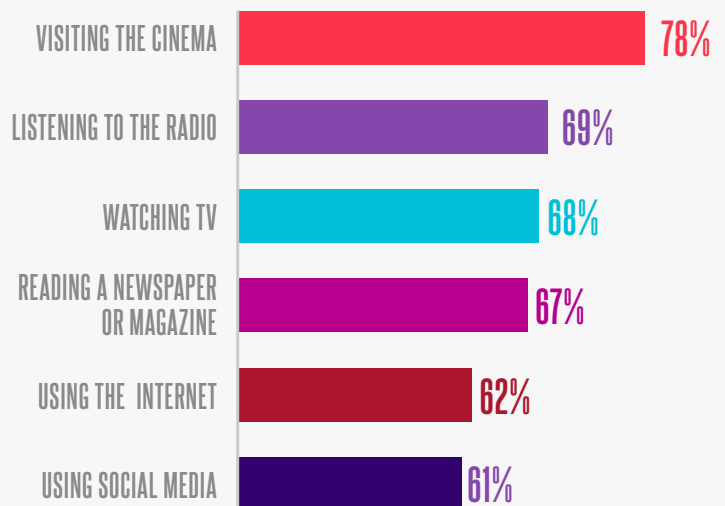
'CINEMA PROVIDES THE HAPPIEST OF ALL MEDIA CONSUMPTION MOMENTS'

The benefits for brands are clear - **a study by Ebiquity finds that cinema is the best channel for triggering positive emotional response** and Kantar's effectiveness work shows brand impact increases when cinema is included in the AV mix.

TAP INTO THE EMOTIONAL EXPERIENCE & PLAN FOR POSITIVITY USING CINEMA

Going to the cinema is a positive experience for people and research has shown that reaching people in a positive mindset can have a significant benefit for brands.

% OF TIME SPENT IN A GOOD MOOD



Source: IPA TouchPoints



Brands can tap into cultural moments and achieve resonance

Brands choose cinema when they want to meaningfully connect to consumers and their values, or associate with fashions and trends. **Cinema regularly serves up a wealth of iconic and memorable moments - alignment with these affords a cultural cache that is unrivalled.**

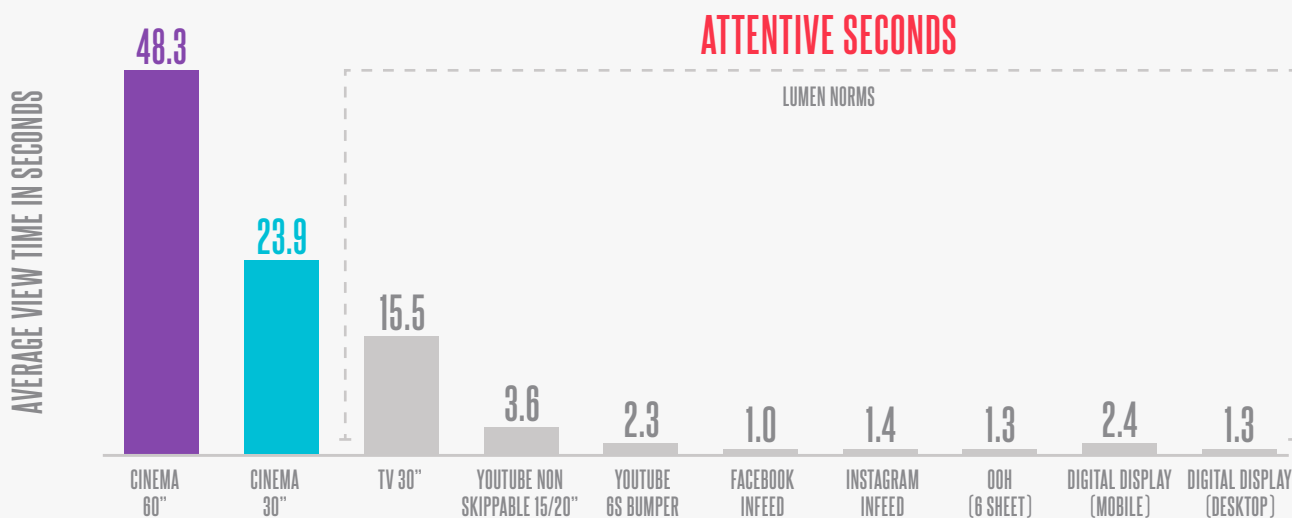
“Nothing has been as ubiquitous as Barbie has been this summer – it was truly a cultural moment, pervading a plethora of categories including fashion, music, news and politics. These kinds of cultural moments are exactly the opportunities that advertisers love. When this happens audiences don’t wait for the on demand release; they want to be there in the moment for a genuine collective experience.”

Louise Twycross-Lewis, Head of Insight PHD

IMPACT OF POSITIVE MINDSET ON RESPONSE TO ADVERTISING



Source: Hearst - Power of Positivity



Cinema advertising is unmissable

It's getting harder to reach audiences at scale because of the diversification of the audio-visual landscape. Ad avoidance is increasingly becoming a problem, whether it's due to switching, multi-tasking or choosing to watch TV content via ad free subscription. According to Kantar's Ad Reaction study, audiences are more positive about advertising at the cinema when compared to other media channels, and this is especially true of younger audiences.

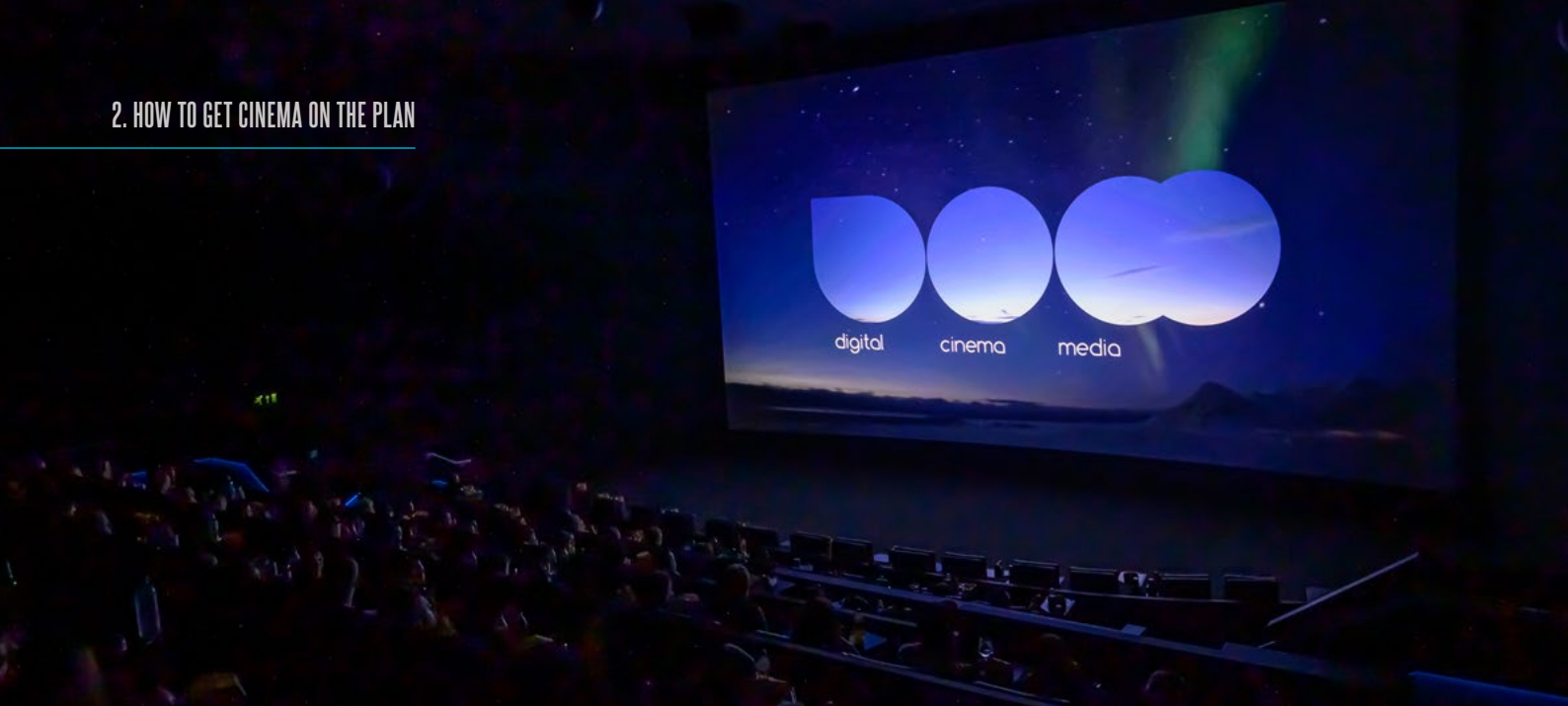
Cinema is a high attention media environment. Lumen, the experts on attention to advertising, found that **a far greater proportion of your ad will be watched at the cinema than on any other audio-visual channel. In fact, on average 24 seconds of a 30 second ad, and 48 seconds of a 60 second ad are viewed.**

“The key benefit of cinema is that it provides high impact vs. other traditional media to capture viewers’ attention. This in turn drives brand metrics. It’s the reason we choose to align with the relevant quality context that cinema provides.”

Evros Agamemnonos, Analytics Director, EssenceMediacom

CINEMA PROVIDES HIGH IMPACT VS TRADITIONAL MEDIA TO CAPTURE VIEWERS' ATTENTION

80% OF A 30 SECOND AD AT THE CINEMA WILL BE ACTIVELY WATCHED



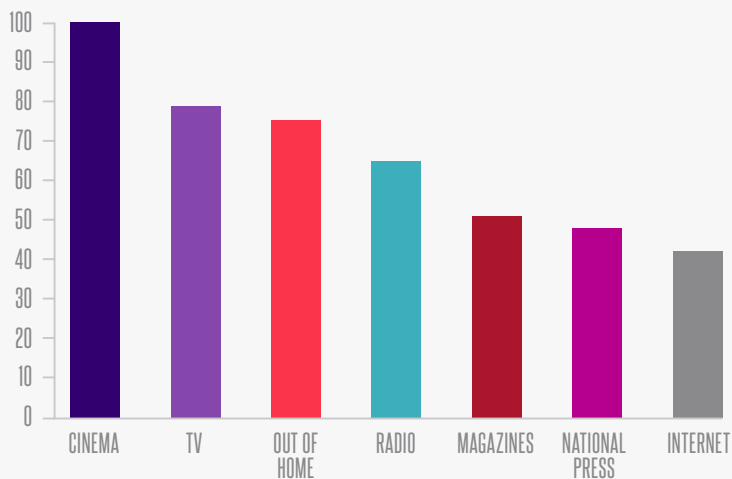
Cinema advertising provides a trusted context

Broadening your audio-visual mix to include user generated content involves some risks which need to be carefully navigated. Brands can unwittingly find that their advertising is appearing within and funding harmful content and misinformation. **TV and cinema content is regulated and put under greater scrutiny before being made available, so brand safety is baked in.** As a consequence, consumers see cinema as a trusted channel and that quality can rub off on the brands that advertise there.

CINEMA IS THE MOST TRUSTED MEDIUM FOR ADVERTISING

Cinema is the AV channel that audiences trust the most in terms of advertising – offering brands a positive environment where audiences are receptive to brand messaging

'I TRUST THE ADVERTISING IN...' SCORES INDEXED VS CINEMA



Source: IPA Touchpoints 2023. Base: All Adults 15+ 'I trust the advertising in...' - % agree



The case for starting with cinema

With the rise of subscription TV and the proliferation of audio-visual formats that compete with long form AV content, **it's increasingly important to consider the role of cinema with light TV viewers.** That's why many advertisers could benefit from starting with cinema to build AV reach, whether that is to launch a new product, message or campaign.

Savvy advertisers have been including cinema in this mix **for some time with positive effectiveness benefits. They know that cinema's low frequency actually has a significant benefit when it comes to AV launch plans.** Low frequency helps cinema contribute effectively to building in-week 1+ reach, particularly when you factor in that two thirds of cinema goers are light or non commercial TV viewers*.

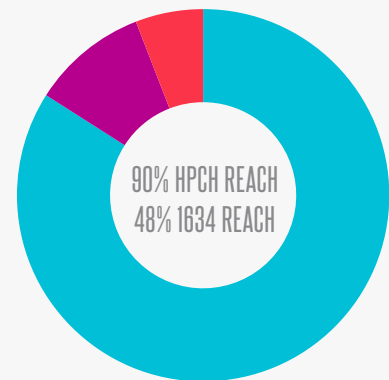
*Source: IPA Touchpoints 2023, cinemagoers defined as been in the last 12 months

MAXIMISE AV REACH BY STARTING WITH CINEMA

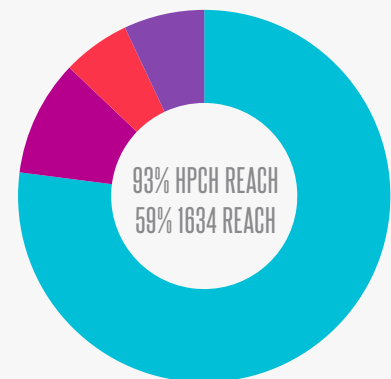
Redistributing weight from linear TV into cinema can increase total campaign weight for key audiences, particularly 16-34s

■ TV ■ OLV ■ VOD ■ CINEMA

£2.6M TOTAL AV BUDGET



£2.6M TOTAL AV BUDGET - WITH CINEMA



= HPCH UPLIFT: 3 PTS
= 1634 UPLIFT: 11 PTS

*Source: IPA TouchPoints Channel Planner

Cinema delivers on accountability

DCM offers advertisers full accountability. Various processes including daily updates mean that you can be confident and precise about audience reach.

Before a film is released admissions are forecast based on past performance of similar titles, seasonality and scale of release - advertisers can obtain reliable and detailed audience estimates.

Data on film showings is updated daily by sites so DCM can schedule ads correctly against them. Ticket sales data is then delivered directly from the cinemas' in house POS system to DCM's Data Warehouse every morning.

Furthermore data is validated by a third party - ComScore collects admissions and this data is used to corroborate weekly admissions and quarterly market share, ensuring full transparency.

This level of detailed data serves as valuable information for multiple purposes including:

- **Detailed data for performance KPIs**
- **Granularity that can accommodate targeted campaigns**
- Targeted data that facilitate test and learn approaches (for example regional and drivetime tests, see case studies in Chapter 4)
- **Reliable and precise data for econometric modelling**

“For a large Food-On-The-Go brand, it was the proximity of their store footprint to cinemas that was seen as the main benefit. This meant that in theory,



it would be easier to see the impact. With both sides having accurate and granular data, it strengthened the argument and they were able to pick up really positive results on visits.”

Owen Buttolph, Managing Consultant, Data2Decisions

Those who are informed of cinema's data capabilities can better assess the performance of cinema, integrating the data into dashboards and econometric modelling.

Understanding the level of data granularity opens up the opportunity for smaller brands to try it out on a test and learn basis.

“The metrics we look at in modelling are cost per acquisition in the short term and contribution to awareness and consideration in the long term. Using admissions data, we have seen cinema performing well against both for our travel client. What is interesting is when we took a more detailed look at driving new guests (rather than repeat guests) cinema was outperforming other channels here.”

*Amy Humphreys, Senior Associate Director
– Data Science & Modelling, EssenceMediacom*

CHAPTER 3

HOW TO DEMONSTRATE CINEMA EFFECTIVENESS



digital cinema media



As we have seen cinema is a highly accountable channel. Using the medium's data to its full capability, and deploying measurement best practice, will help you identify and demonstrate cinema effectiveness.

There are three steps to best practice measurement. Most brands use at least one of these, but brands that embrace all three can better understand the short term and the long term impact.

1

**SET SHORT TERM PERFORMANCE
KPIs & MONITOR USING
DCM AUDIENCE DATA**

2

**TRACK THE LONG TERM BRAND
IMPACT WITH CAMPAIGN
MEASUREMENT**

3

**INTEGRATE DATA INTO MMM
MODELS: MEASURE ROI
PERFORMANCE IN THE SHORT
& LONG TERM**

Setting short term KPIs

Given the accessibility, accuracy and frequency of data available it's easy to set media performance KPIs for cinema and keep them updated.

However, there are more advanced ways to use this data. **Forward-thinking brands are using the data to develop targeted campaigns - for example by drivetime. This allows you to iterate your cinema campaign adapting to the highest performing drive times.**

Alternatively, for those new to cinema, **a regional test might be the answer. This allows you to run an ad in a particular region and measure the effects before you roll it out more broadly.** You may be able to see the effects in your customer data - for example in store or restaurant visits. Alternatively you would need to deploy tracking or modelling to pick up the impact.

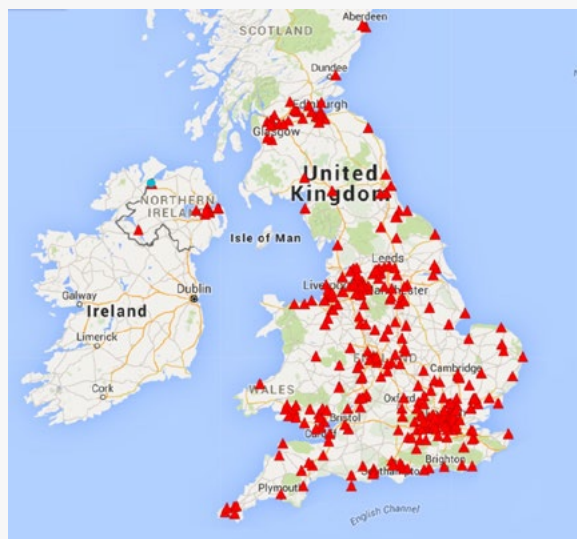
Both of these approaches can be enhanced by using DCM's Cinemapper tool. **Cinemapper maps a client's catchment area, branches, stores or local stockists to their nearest cinema sites based on distance in miles, drive time or walk time.** Brands can even add a tailored 5 second end frame to their main ad, delivering a national message with a local touch.

DCM can supply maps highlighting locations of matched DCM cinemas to demonstrate proximity to brand locations.

CINEMAPPER WILL ID MATCHES BETWEEN A BRAND'S STORES/AOIS & DCM CINEMAS

DCM can supply maps highlighting locations of matched DCM cinemas to demonstrate proximity to brand locations

STORES / AREAS OF INTEREST



DCM CINEMAS



Tracking long term brand impact

Measuring the contribution of cinema to brand KPIs is possible if you deploy campaign measurement. DCM recommend two suppliers for campaign evaluation. Differentology - an award-winning research agency, or eworks - a cost effective fieldwork partner for smaller campaigns. Both partners can deliver a solution that is tailored to your needs with careful sample design and easy to digest results. Differentology offers an online survey that can measure national or regional campaigns.

Campaigns need to be heavyweight across a 2-6-week period. **They use a test and control methodology and a 10-minute questionnaire.** Crucially they provide valuable benchmark data so you can see how your campaign delivered vs industry norms. Results are delivered via a PowerPoint deck available two weeks after fieldwork closes.

eworks offer an in-foyer survey at five key locations in London, Birmingham, Manchester & Newcastle. **They use an exposed vs non exposed methodology and a 5-minute questionnaire.** This approach is ideal for full-weight film packs and premium positions in smaller movies. Results are available via a spreadsheet five days after fieldwork is completed.

Campaign evaluation work will provide you with the following metrics, giving you evidence of any uplifts in

- awareness
- consideration
- purchase intent
- brand attitudes



Differentology has 8 years-worth of data on cinema performance so can deliver detailed insights on how your activity compares, as well as advice on how you can improve performance over time. **Their data has shown that cinema is seen as a positive advertising environment and is particularly successful at driving brand metrics.**

'DATA HAS SHOWN THAT CINEMA IS SEEN AS A POSITIVE ADVERTISING ENVIRONMENT AND IS PARTICULARLY SUCCESSFUL AT DRIVING BRAND METRICS.'

“From our database of over 60 studies we can see that cinema is perceived as the most trustworthy, premium and positive advertising environment. This translates into results for brands. From our wider database we can see that cinema typically performs well against trust metrics and also for consideration.”

James Dickie, Head of Research, Differentology



MMM models

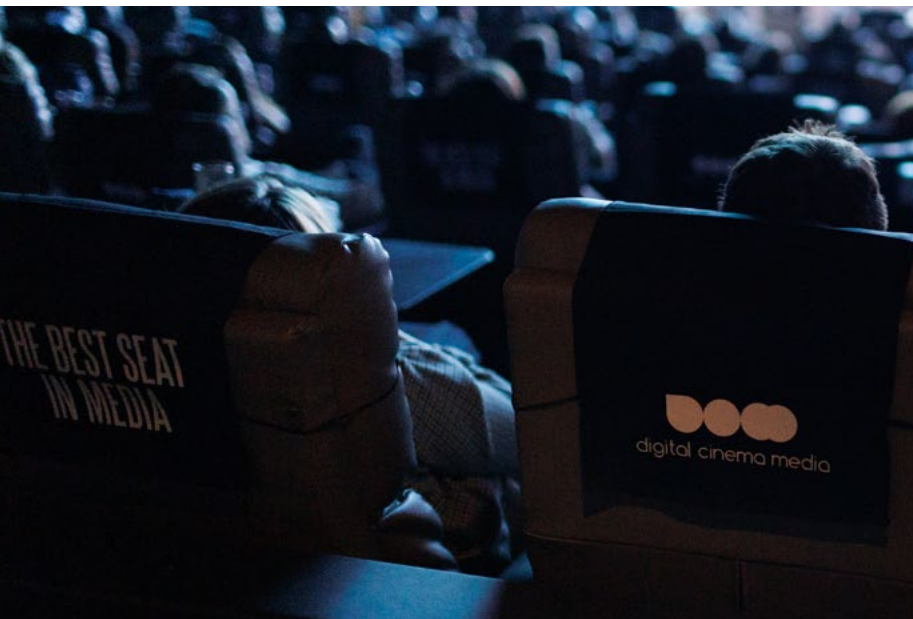
If you want to understand the contribution that cinema makes in both the long and the short term then some kind of market mix modelling is the best approach. Award winning clients like McDonalds, wagamama and Ikea use these techniques to unpick the ROI performance of all media including cinema.

Market mix modelling is a form of statistical analysis. **It requires time series data to estimate the impact of media, alongside other factors that influence sales, such as seasonality, price, promotions, distribution and competitor activity.** Cinema data is delivered in a format that is ideal for these types of approaches. DCM provides a spot report which details every ad by site and showing time - the data is overlaid with longitude/ latitudinal or postcode information. This means your econometrics team can better pinpoint cinema admissions delivery vs. sales uplifts – whether the

‘MARKET MIX MODELLING IS A HOLISTIC APPROACH BECAUSE IT TAKES ACCOUNT OF FACTORS BEYOND MEDIA.’

route to purchase is in store or online - to better understand cinema’s impact and provide an accurate ROI figure.

Market mix modelling is a holistic approach because it takes account of factors beyond media. **It is also able to reveal both the short term impact in the weeks and months following the campaign, and the long term impact a year or more later. With insight on how individual media work, advertisers can deploy channels more effectively to maximise the return per £ invested.**



‘ONE OF THE THINGS WE ARE REALLY FOCUSED ON AT THE MOMENT IS MAKING SURE THE ROLE OF THE CHANNEL IS STATED UP FRONT... BECAUSE WE REALLY NEED TO MEASURE CHANNELS AGAINST THE OBJECTIVES THEY HAVE BEEN GIVEN AND THEIR ROLE ON THE PLAN.’

“To have a long term effect you have to have a short term effect - so you need to capture both in your measurement approach. If you only look at short term effects, you will miss out on fully understanding what cinema can deliver. From the clients I’ve worked with, cinema really delivers as a long term brand building channel.”

Louise Cook, Managing Director, Holmes & Cook

Before you embark on any MMM based approaches it’s important to understand all of the elements of the campaign and the wider marketing strategy. This ensures that the data collected for the modelling is comprehensive. Furthermore, it’s essential to understand the KPIs for each channel – performance should be measured based on the role the channel is playing in the mix.

“One of the things we are really focused on at the moment is making sure the role of the channel is stated up front. It’s a super important part of the

measurement process. Because we really need to measure channels against the objectives they have been given and their role on the plan.”

*Amy Humphreys, Senior Associate Director
– Data Science & Modelling, EssenceMediacom*

Some clients conduct incrementality analysis. **This approach allows modellers to identify the true cost difference of additional reach and which channels will deliver that more effectively.** It’s a technique that is particularly useful when cinema is used in addition to TV. For clients with large audio visual budgets it can help them to understand if there is a benefit in investing a proportion of their AV spend in cinema.

“Ancestry and GWR really understand econometrics and the analysis we do to establish channel incrementality. For those reasons they are much more convinced by cinema because they can see the effects in their models.” *Nick Shields, Marketing Effectiveness Analyst, the7stars*

CHAPTER 4

HOW TO MAXIMISE THE IMPACT OF CINEMA INVESTMENT

Once cinema is on the plan and you have set up your KPIs and a measurement framework, it's time to optimise your investment. The following best practice case studies will provide you with inspiration and guiding principles.



digital cinema media



Use cinema to drive footfall and deliver incremental sales

wagamama wanted to bring in new customers and move away from in restaurant activation focused on increasing spend per head. The ‘bowl to soul’ campaign was an ambitious message designed to differentiate and drive sustainable growth. wagamama identified a core audience ‘urban butterflies’ and chose cinema as the hero channel.

The strategy was built on the principle that cinema was uniquely positioned to build the brand and drive short term sales. The environment was perfectly placed to bring to life wagamama’s ‘bowl to soul’ message – whilst at the same time precisely targeting ‘urban butterflies’ when they were more likely to eat out.

wagamama used micro-targeting to fully exploit the retail footprint. This started with a regional

test across six cities experimenting with drive times and showing times. This test approach converted interest into action in a short time frame – something wagamama were able to see through its measurement programme.

After this successful first wave of activity the campaign was expanded to London, adapting drive times to 10 minutes to account for the higher density of restaurants in the city.

Overall, the campaign delivered a 6% point penetration increase among ‘urban butterflies’ and grew like-for-like sales 9.7% vs. market growth of just 1.0%. What’s more, it delivered £20.86 million in incremental revenue. Cinema was pivotal, delivering 60% of incremental sales, spanning immediate and long-term sales effects.



Use cinema to test and learn

Cancer Research UK used cinema advertising in the AV mix to generate donations. Alongside a piece of two-minute copy the charity deployed the two strongest performing 30-second TV ads to achieve impactful reach. They used copy rotation with different ‘calls to action’ allowing them to test and learn as they monitored performance of the different executions.

The cinema campaign worked particularly well in persuading cinemagoers to donate, delivering YOY uplifts. Cancer Research UK optimised the performance during the campaign, starting with a 50:50 rotation between ‘donate £5’ and ‘donate £10’. With the higher amount significantly outperforming the lower amount all copy was switched to ‘donate £10’. **Consequently almost 9 out of 10 donations from the cinema campaign were at the higher £10 donation level.**

Use cinema to deliver ROI

Ikea wanted to deliver an emotional and authentic sustainability message as part of its living more sustainably campaign and added cinema to the mix alongside TV, BVOD/OLV, Radio, OOH & Social. The creative ‘Little Robot’ - a 60-second asset - ran in cinemas across Family AGP titles to upweight engagement with families.

Working closely with DCM, IKEA made sure that all the campaigns were certified as ‘green’. This meant electricity at the sites used had to be 100% renewable.



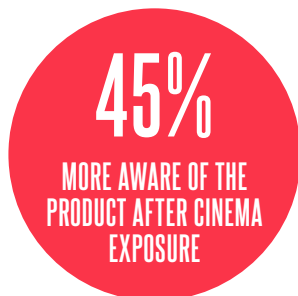
The campaign delivered over £180m incremental revenue to IKEA and an exceptional ROI that was significantly ahead of the previous two years. At an individual level, cinema was proven to be the top channel for efficiently delivering penetration. **On this metric cinema delivered a 7% contribution despite only accounting for 1.2% of the overall media spend - four times more effective than the next best channel.**



Use cinema to launch new products

L’Oreal wanted to ensure the launch campaign reflected the stature and prestige of its new signature product - Prada Paradox.

Adding cinema to the mix delivered significant uplifts in awareness of +45% and a +36% uplift in agreement that Prada Paradoxe ‘is sophisticated and aspirational’. Consideration of buying the scent was 28% higher among those exposed to the ad in cinemas.



Use cinema for geo targeting

Christmas is a challenging time of year for food delivery brands, with eating habits changing, but Deliveroo were determined to carve out a role with young professional and comfortable families.

Leveraging the full cinema experience – foyer, on screen and retargeting Deliveroo combined 30 second spots in cherry picked films including Encanto, Spider-Man: No Way Home and The Matrix Resurrections with foyer digital panels. Additionally, working with Mobsta, devices that had visited geofenced DCM cinemas were targeted, reinforcing the message to close the Deliveroo consumer journey, and drive post-film takeaway orders.

This holistic cross-platform approach delivered on awareness, message cut-through and ultimately had a positive impact on consideration and action.

Cinema was very effective in boosting consideration of Deliveroo, with over a third of test respondents claiming that they would be ‘extremely likely’ to consider Deliveroo - a +55% uplift vs Control.

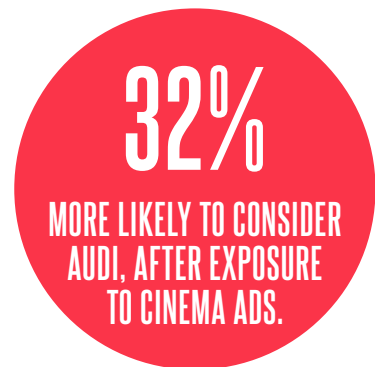
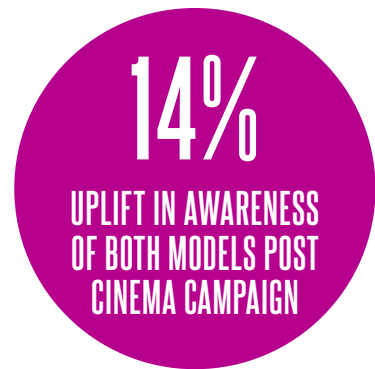




Use cinema to drive consideration

Audi wanted to establish its credentials as a leader in the electric vehicle market by promoting both its Q4 e-tron and e-tron GT models. Gold Spots in major blockbusters were picked out, to run as part of a broader AV mix (TV, BVOD, Social, Online), adding premium associations and an upmarket audience skew to the plan.

Cinema helped deliver increases in awareness for both models featured across the campaign, with an average uplift of 14% vs control. **Most significantly, cinema also helped drive top end consideration. The cinema exposed group were 32% more likely to be 'extremely likely' to consider Audi if they were buying an electric car vs. control.**





Use cinema for creative impact

The most impactful cinema campaigns make the most of cinema's uniquely immersive environment, utilising the full capabilities of the audio-visual technology. In an effort to shift perceptions of Disney as a 'family' streaming platform, and with the final season of 'The Walking Dead' secured, Disney bought 30 second gold spots nationwide across a schedule of big horror hits. However, it wasn't just the smart targeting that made this campaign a success - it was the innovative use of sound.

The creative started by plunging the audience into complete darkness, building anticipation that was

followed by the chilling sound of panicked breathing played out over surround sound. This deliberately unsettling tactic worked because it confused the audience, building tension towards a heart-stopping moment when a zombie launches towards the screen.

This campaign was a brilliant example of using cinema's unique and immersive environment to target a specific audience to drive a change in brand perception.

For more case studies of successful uses of cinema please visit dcm.co.uk/case-studies

ACKNOWLEDGEMENTS

Author: Anna Sampson

Anna Sampson Consulting delivers evidence-based decision making, by connecting the dots between insight and strategy.

THANKS

Evros Agamemnonos, Analytics Director, EssenceMediacom

Owen Buttolph, Managing Consultant, Data2Decisions

Louise Cook, Managing Director, Holmes & Cook

James Dickie, Head of Research, Differentology

Matthew Hook, Hook Strategy

Nick Shields, Marketing Effectiveness Analyst, the7stars

Amy Humphreys, Senior Associate Director – Data Science & Modelling, EssenceMediacom

Louise Twycross-Lewis, Head of Insight, PHD

SOURCES:

[IPA Touchpoints Making Sense 2023](#)

[University of Oxford, Said Business School, Kantar](#)

[Michael Lorenzo, via WARC](#)

[Magic Numbers, via WARC](#)

[Kantar TGI GB](#)

[Nielsen AdIntel](#)

[Ebiquity & Radiocentre - Re-evaluating media for recovery](#)

[Hearst - Power of Positivity](#)

[DCM & Lumen - Centre of Attention](#)

[Kantar AdReaction: Engaging Gen X, Y and Z](#)



digital cinema media