



digital cinema media

MAXIMISING PRICE: THE ROLE OF MEDIA

Digital Cinema Media x everyday people

March 2025

MAXIMISING PRICE: CONTEXT

Backdrop of economic uncertainty causing issues for consumers and brands alike

'Painful' Budget warning spooks people's confidence



Firms to raise prices due to tax and wage increases



Why have I never seen a media brief with pricing power as an objective?



Twitter LinkedIn Facebook Email Print

Opinion

We need to recognise pricing as a brand superpower and the role of media within it.

In a time of permanent inflation, companies need to rebuild their brand equity

Brand equity is not a bottomless pool and every time consumers are asked to pay more for a product, more and more of that equity is used.

Why McCain And Adam&EveDDB Stormed The Effectiveness Awards

Building price inelasticity and driving sales underpinned the McCain/a&eDDB success story at the IPA Effectiveness Awards

PEOPLE WANT TO MAINTAIN THEIR SPEND & LOOK FOR VALUE

Consumers don't want to spend more, but top buying priorities remain value for money and quality over the lowest price

61%

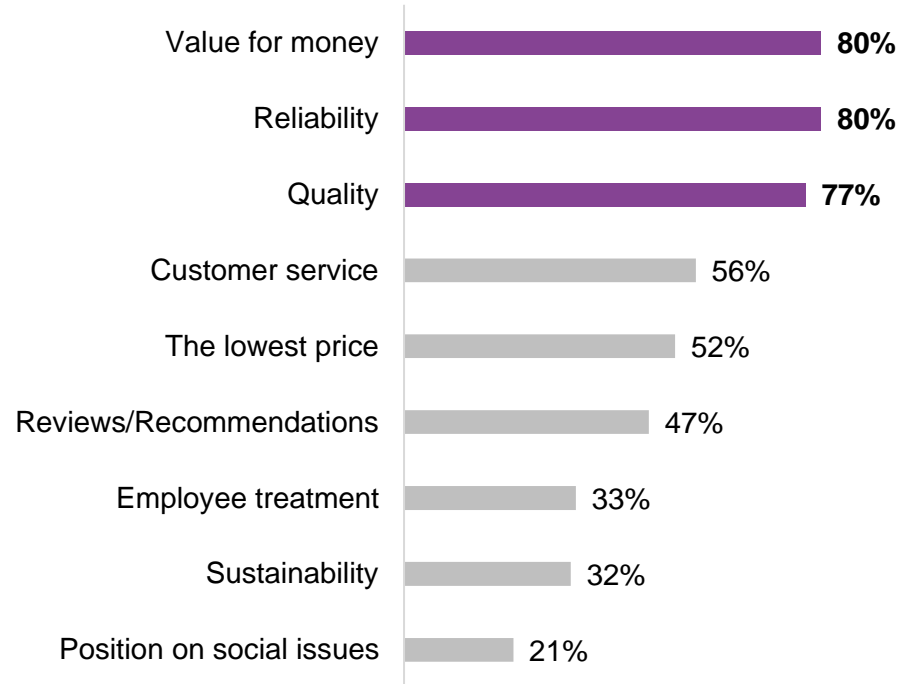
Spend the same

27%

Spend less

11%

Spend more



**“TO ECONOMISTS,
PRICE IS A
NUMBER;
TO CONSUMERS
IT’S A FEELING”**

Rory Sutherland
Vice Chairman, Ogilvy UK



A dramatic action scene featuring a man in a dark vest and cap, holding onto a crane arm, and a woman in a red shirt looking out from the driver's seat of a truck. The background is filled with intense orange and red flames and smoke, suggesting a high-stakes environment. The overall image has a dark, blue-tinted overlay.

PROVING THE ROLE OF MEDIA IN DRIVING PRICE PERCEPTIONS

AN EXPERIMENTAL APPROACH

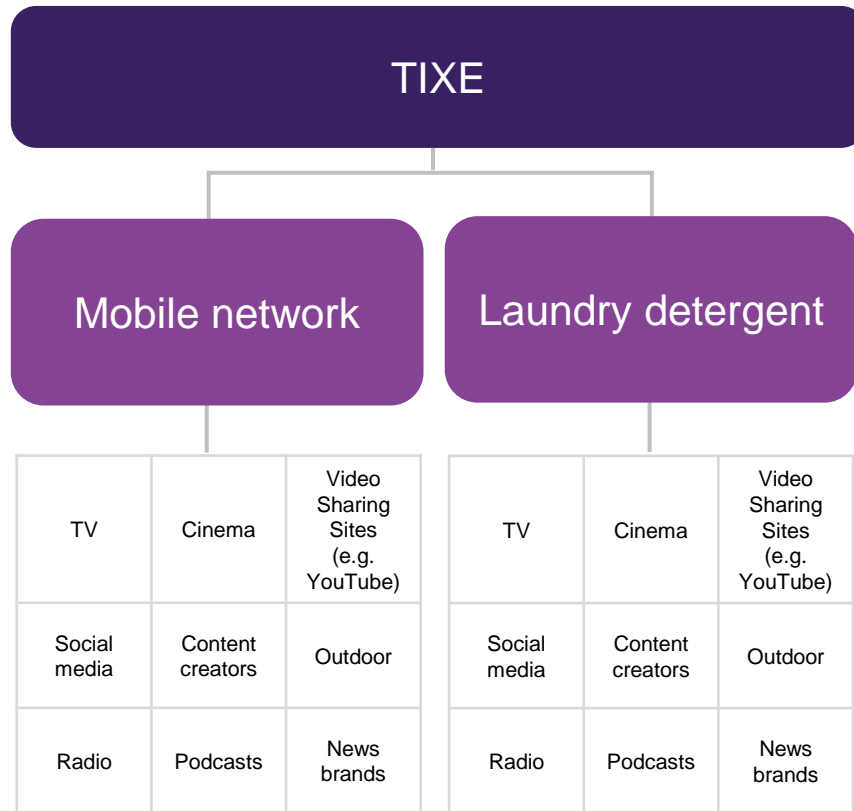
We used a fictional new brand

We create product descriptions for 2 categories

Nationally representative sample of 2,700 UK Adults

Channel description varied across the 9 media cells

150 respondents per cell



SCENARIOS ISOLATE THE EFFECT OF MEDIA PLACEMENT

Every respondent sees the same product description, but the advertising channel will vary

Product Proposition

(constant within category)

TIXE is the new flexible mobile and broadband provider dedicated to making it easier for you to stay in touch

No one cares more about their customers than TIXE. Our fully flexible mobile plans put you in control. Choose from pay as you go, monthly, or fully flexible contracts – just pick one that's right for you.

TIXE: the no limits mobile and broadband

Advertising Description

(varies within category)

TIXE must decide where to advertise. The advertising campaign will run for 3 months.

TIXE will launch with an advertising campaign that **will appear exclusively in cinema.**

FOUR STRAIGHTFORWARD QUESTIONS

Each respondent is then asked the same four questions...

1. Good value

At what price would you consider Tixe to be **a reasonable price** – a great buy for the money?

2. Too cheap

At what price would Tixe be **too cheap** and you would feel the quality couldn't be very good?

3. Expensive

At what price is Tixe **starting to get expensive**, so you would have to give some thought to buying it?

4. Too expensive

At what price would you consider Tixe **too expensive** to buy?

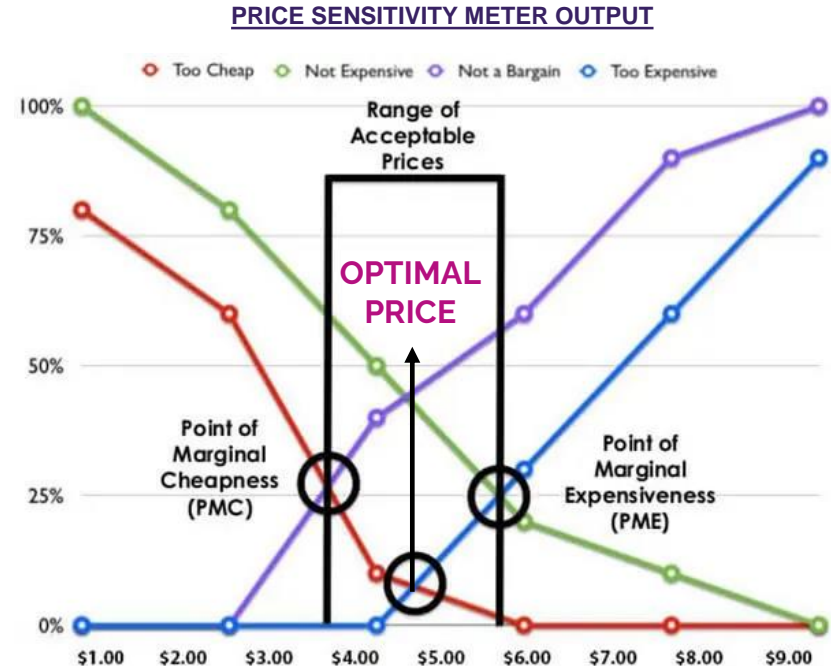
CINEMA DRIVES HIGHER 'GOOD VALUE' PRICE

Compared to all other channels, being told the brand will launch its advertising in cinema delivers the highest 'good value' price perceptions.

Outdoor	Social	Content creators	Podcasts	Radio	News brands	Video sharing sites	TV	Cinema
£13.30	£14.40	£15.00	£15.60	£15.80	£16.00	£16.70	£17.40	£17.80*

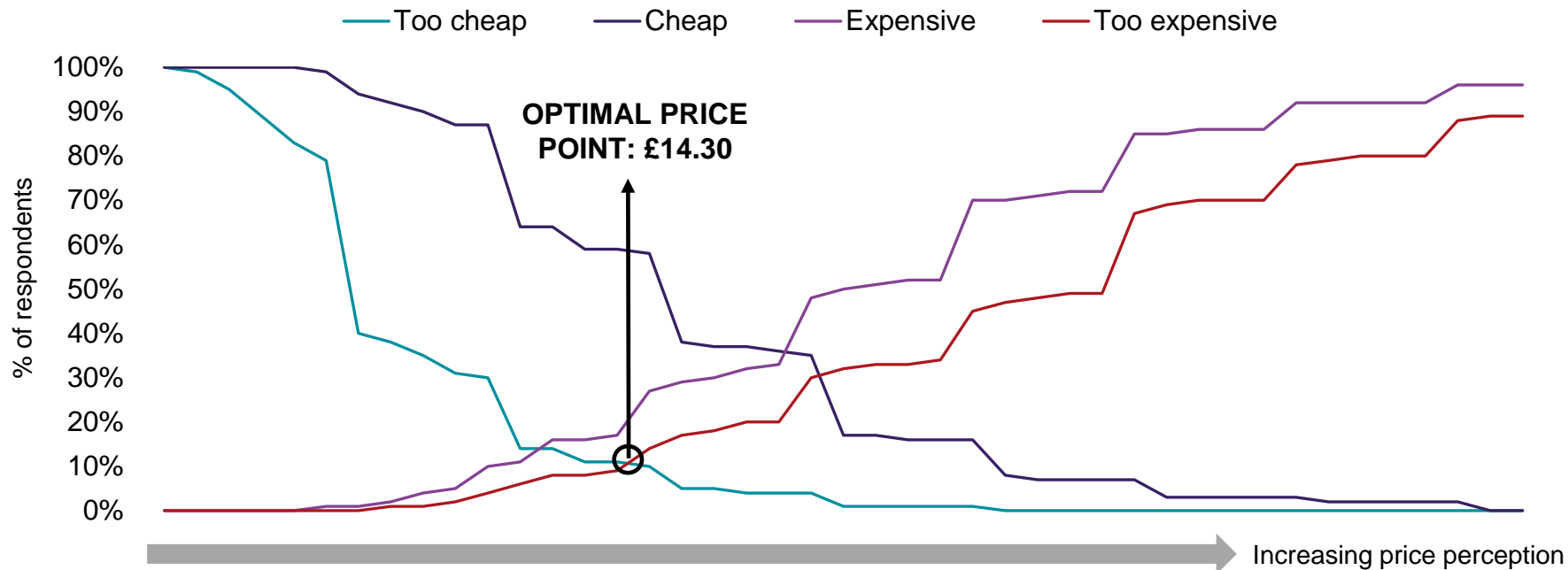
THE VAN WESTENDORP PRICE SENSITIVITY METER

- The model is typically used in **new product development** where there are no pre-existing parameters for price perceptions. This makes it particularly well suited to the ‘Tixe’ fictional brand
- The model helps brands identify the **“optimal price”** specifically focused on finding an acceptable price as a **quality indicator**



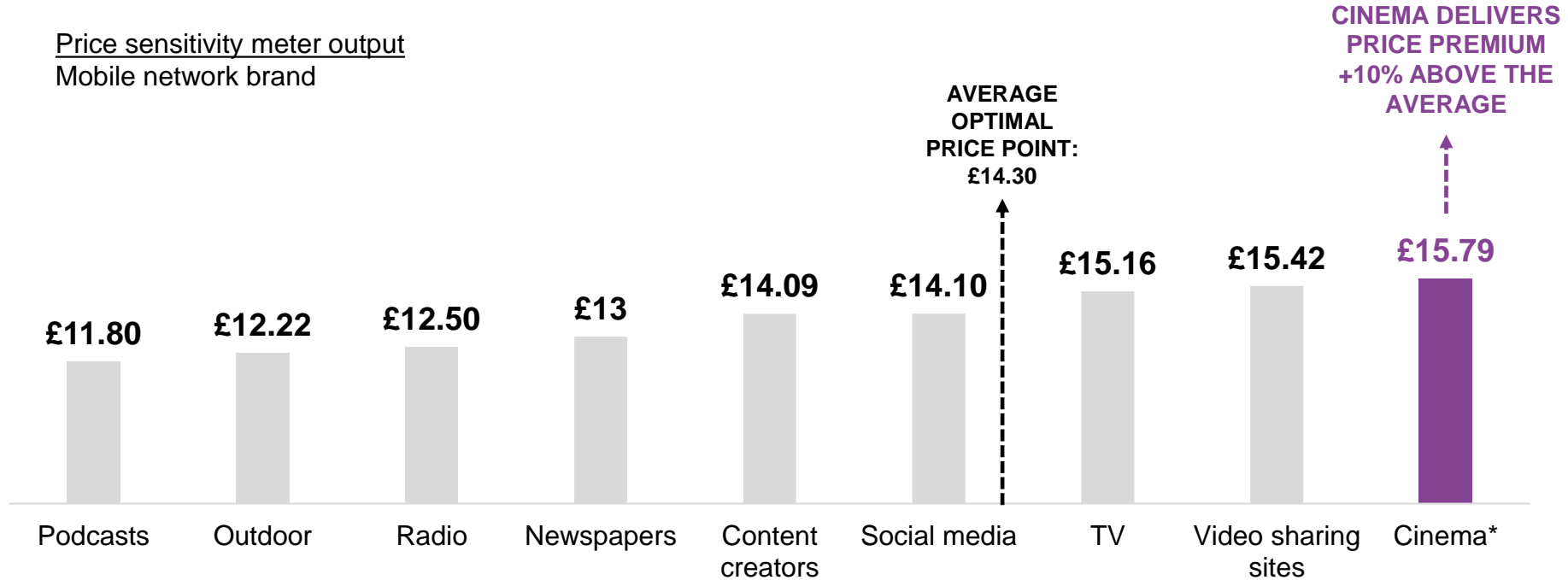
WE CREATED A BENCHMARK MODEL FOR ALL MEDIA

Tixe: Mobile Network - Price sensitivity meter output - **all channel average**:



CINEMA DELIVERS HIGHEST PRICE PERCEPTIONS

Price sensitivity meter output
Mobile network brand



STRESS-TEST FINDINGS WITH A LOWER PRICE CATEGORY

Product Proposition

(constant within category)

TIXE is the new laundry detergent that makes it easy to be green and clean

TIXE removes stubborn stains and freshens your clothes even at the lowest temperatures and uses 50% less packaging than other liquids meaning it's also good for the environment.

TIXE: the greener and cleaner way to do your washing

Advertising Description

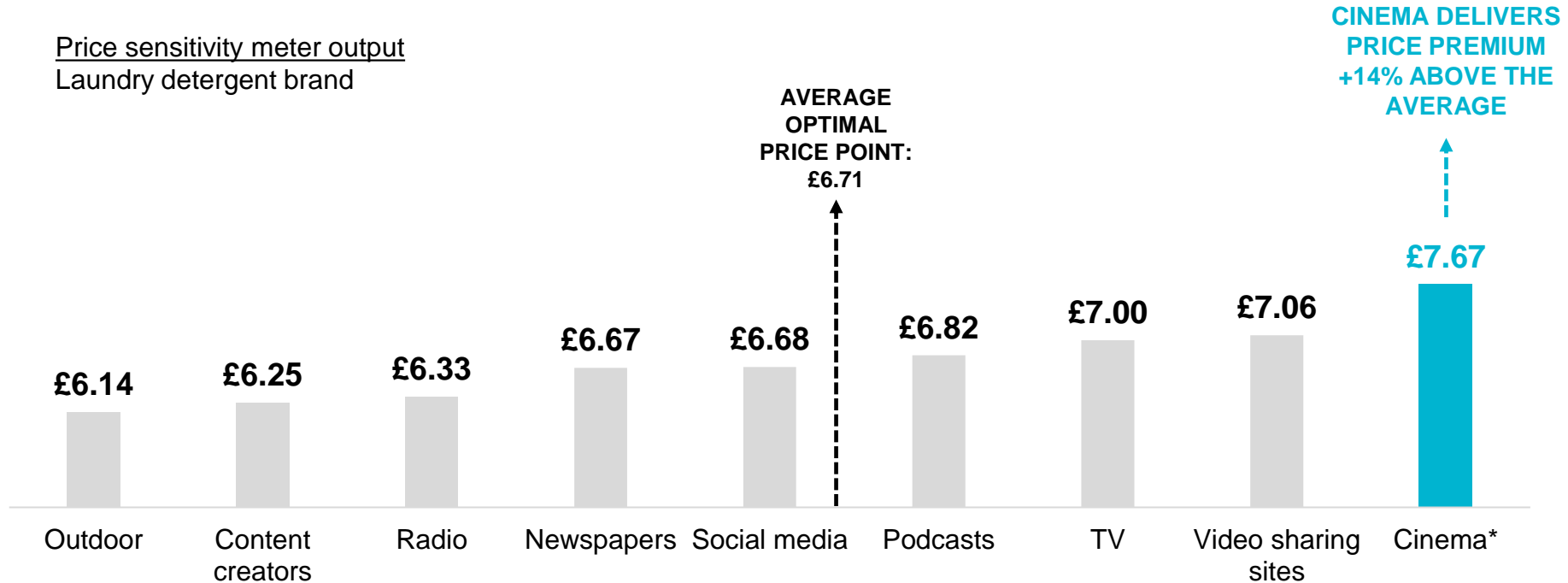
(varies within category)

TIXE must decide where to advertise. The advertising campaign will run for 3 months.

TIXE will launch with an advertising campaign that **will appear exclusively in cinema.**

CINEMA AGAIN DELIVERS HIGHEST PRICE PREMIUM

Price sensitivity meter output
Laundry detergent brand



IMPLICATIONS FOR BRANDS

Cinema has a key role to play in maximising business success

CONTEXT IS KEY

Where your
brand/ad is seen
matters

PREMIUM SIGNALS

Cinema infers
quality

BRANDS APPEARING IN CINEMA HAVE SEEN INCREASES IN 'GOOD VALUE' AND 'QUALITY' METRICS

+21%

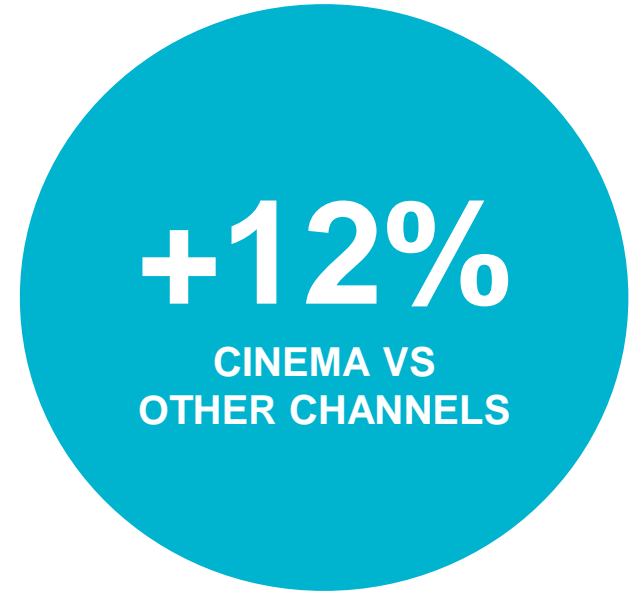
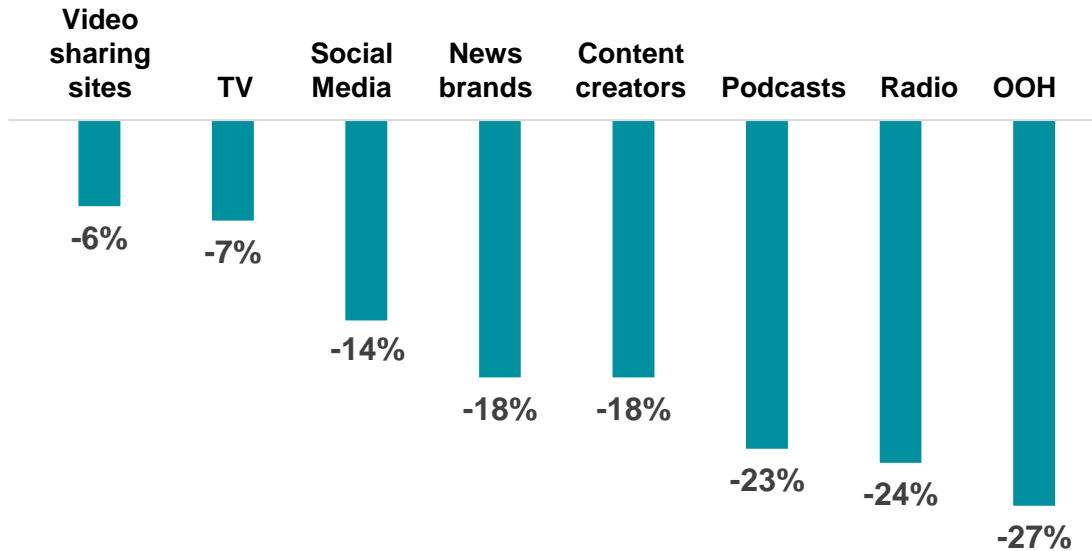
'Quality'
perceptions

+22%

'Value for money'
perceptions

CINEMA DELIVERS AN UPLIFT IN OPTIMAL PRICE VS. ALL OTHER MEDIA TESTED

Optimal price point by channel vs. Cinema



IMPLICATIONS FOR BRANDS

Cinema has a key role to play in maximising business success

CONTEXT IS KEY

Where your
brand/ad is seen
matters

PREMIUM SIGNALS

Cinema infers
quality

PRICE IS RIGHT

Cinema delivers
highest price
perceptions



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MAXIMISE WITH CINEMA

Thank you