

**BUILDING BOX OFFICE BRANDS IV**

# ***MISSION 16-34***

**THE ROLE OF AV & IMPLICATIONS FOR BRANDS**

# MISSION 16-34: THE APPROACH

**EXPLORE**  
*AV HABITS*

**DEFINE**  
*CINEMA  
EXPERIENCE*

**QUANTIFY**  
*KEY THEMES*

# FIVE KEY THEMES



**Happiest  
when  
co-viewing**



**Heavy on  
demand  
consumers**



**Easily  
distracted  
when  
viewing**



**Advertising  
avoiders**



**Still  
passionate  
about brands**

# 7 IN 10

## 16-34s FEEL *'HOUNDED BY ADVERTISING'*



# CINEMA OCCUPIES A UNIQUE ROLE IN THE WORLD OF AV

## LIVE TV

Fill time	30%
<b>Background viewing</b>	<b>26%</b>
<b>Comforting</b>	<b>18%</b>

## VOD

<b>Binge viewing</b>	<b>27%</b>
Fill time	25%
Quality content	19%

## YOUTUBE

Fill time	43%
<b>Helps me escape</b>	<b>28%</b>
Binge viewing	27%

## SOCIAL VIDEO

Fill time	38%
<b>Low Attention</b>	<b>27%</b>
<b>Spontaneous</b>	<b>20%</b>

## CINEMA

<b>Shared experience</b>	<b>37%</b>
<b>High attention</b>	<b>34%</b>
<b>Quality content</b>	<b>31%</b>

# CINEMA ADS HELP BRING THE VIEWER INTO A 'BUBBLE'



**72% OF 16-34s AGREE**  
THAT "CINEMA IS A BUBBLE WHERE THE OUTSIDE  
WORLD CAN'T INTRUDE"

**66% OF 16-34s AGREE**  
THAT "I PAY MORE ATTENTION TO ADS IN CINEMA  
THAN ELSEWHERE"

**70% OF 16-34 'AD AVOIDERS' AGREE**  
THAT "I TALK TO THE PEOPLE I GO TO THE CINEMA  
WITH ABOUT THE ADS (WHILST WATCHING THEM)"

# BRANDS CAN BENEFIT FROM A PREMIUM, TRUSTED & NON-INTRUSIVE EXPERIENCE

## PREMIUM

Cinema	48%
TV	17%
YouTube	16%
Social Media	11%
BVOD	9%

## TRUSTWORTHY ADS

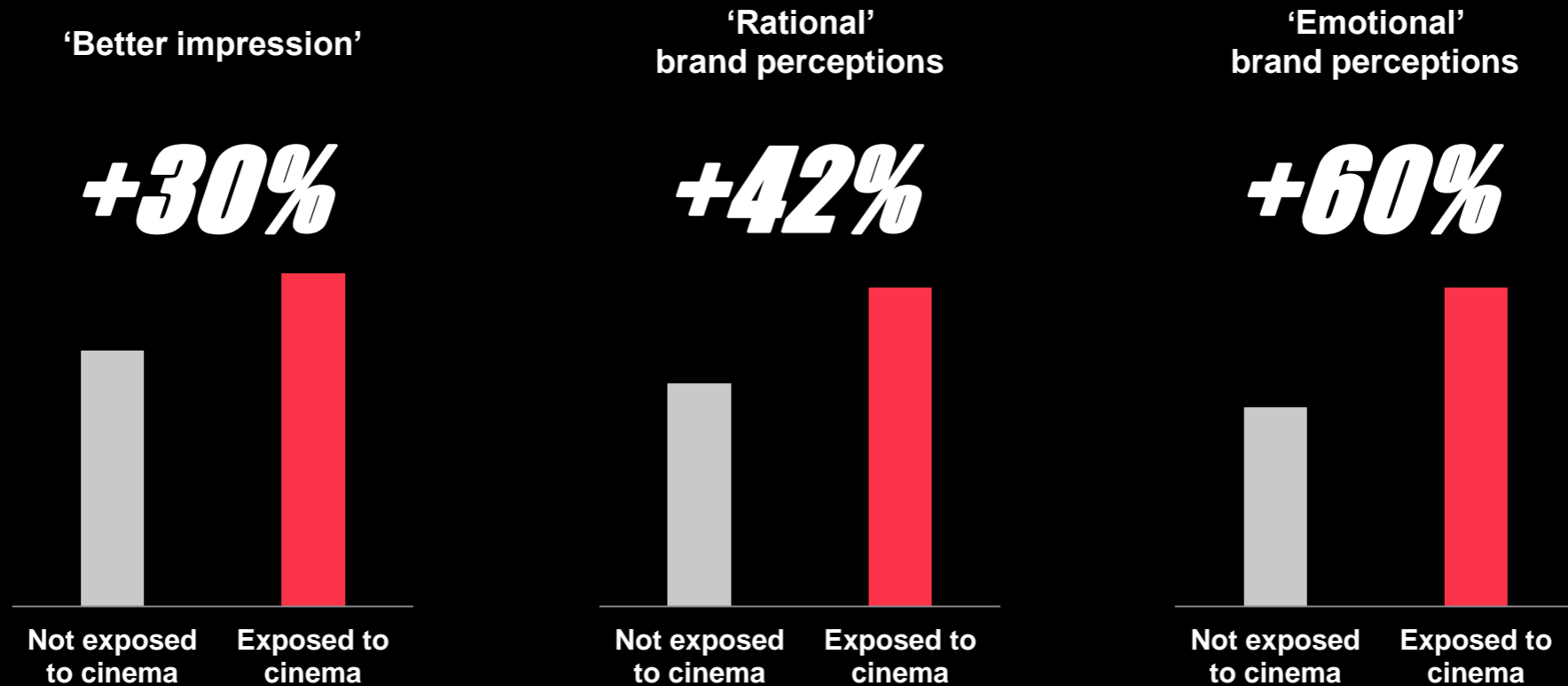
Cinema	36%
TV	31%
YouTube	16%
Social Media	10%
BVOD	9%

## INTRUSIVE ADS

Social Media	31%
YouTube	25%
TV	21%
BVOD	12%
Cinema	11%

# CINEMA MAKES THE RIGHT IMPRESSION & DELIVERS THE MESSAGE

Meta-analysis of 12 recent cinema campaigns





# SUMMARY

The cinema experience creates an immersive, non-intrusive, 'bubble' of attention that no other AV format can provide.

Brands can benefit from a positive transfer of attributes that cinema possesses – creating a better brand impression

Cinema is also the perfect environment to land key messages – both emotional & rational – and driving business effects

# CASE STUDIES



- Madam Butterfly smashed its lofty sales targets by 10%.
- 70% of tickets were sold before opening night achieving ENO's objective of driving early sales.



- Cinema helped drive key metrics including quality, distinctiveness and brand positivity.
- PSA also saw significant increases in consideration – with an average uplift of 112% across the three models.



- Cinema help re-enforced perceptions of quality, increasing consideration and ultimately driving sales.
- Max Factor was the number 1 selling brand in Boots across the key Christmas period.