

# BUILDING BOX OFFICE BRANDS – FAST FACTS

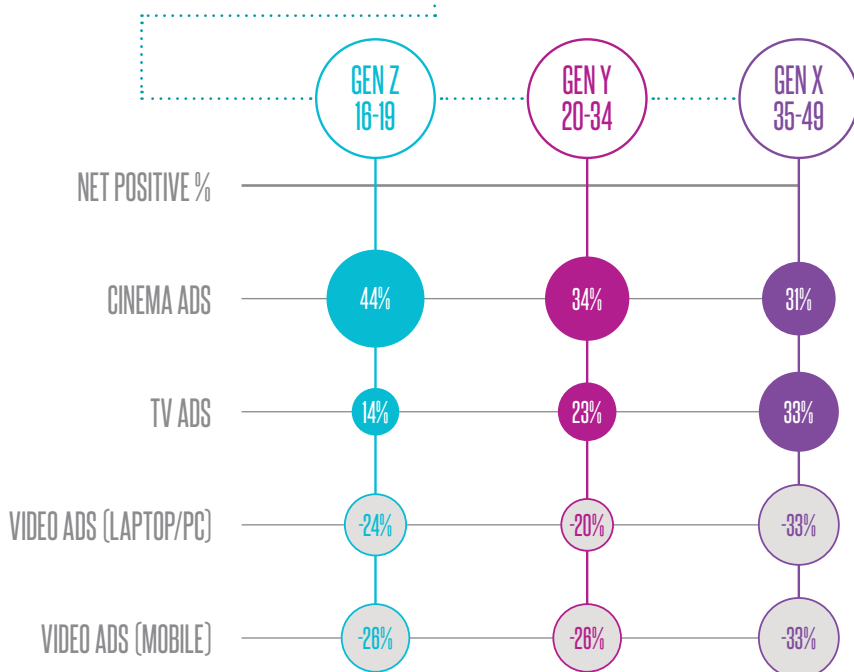
## INTRODUCTION

DCM's landmark industry study, Building Box Office Brands, created with global research agencies Kantar Millward Brown and Benchmarking, explores the value of cinema within

the AV mix. The results reveal cinema engages receptive audiences, delivers unbeatable brand-building impact, generates significant ROI and leads to long-lasting sales effects.

## CINEMA DELIVERS RECEPTIVE AUDIENCES

Cinema is THE ad format that the elusive Gen Z and Y (16-34s) audiences have the most positive attitude towards. Gen Z, the first generation to have grown-up in the online, on-demand, ad-blocking world is proving hugely challenging for brands to positively reach, so the cinema is the best place to engage and entertain them.



Source: Kantar Millward Brown, AdReaction study UK. How would you describe your attitude towards each of the following formats of advertising?

## CINEMA DELIVERS UNBEATABLE IMPACT

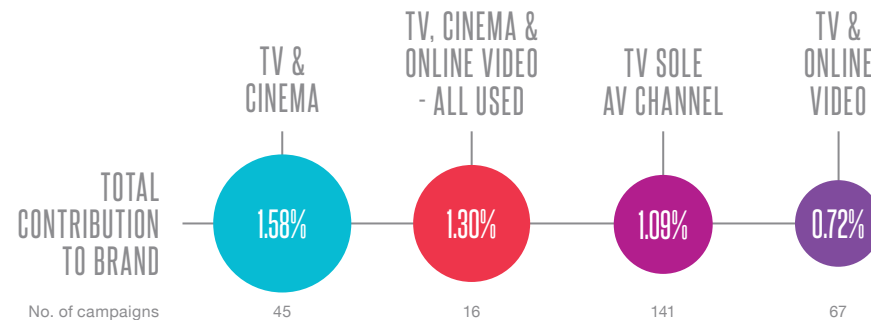
Cinema delivers unbeatable impact per person across the five core brand-building pillars that help drive growth and value for businesses. Its unrivalled impact even at low frequency and makes it an invaluable part of any AV schedule.

### AV channel brand impact\*



### Adopt a multi-screen AV strategy

The results highlight how adopting a multi-screen strategy, that includes cinema as 'appointment to view' programming, has the greatest influence on building box office brands.



Source: DCM/Kantar Millward Brown - Building Box Office Brands Volume III  
\*278 EU CrossMedia cases. Total Brand KPI includes Salience, Love, Difference, Consideration and Recommendation.

1. CINEMA MAKES BRANDS MEMORABLE

2. CINEMA CREATES A BRAND LOVE STORY

3. CINEMA GENERATES BRAND DIFFERENCE

4. CINEMA TURNS AUDIENCES INTO CUSTOMERS

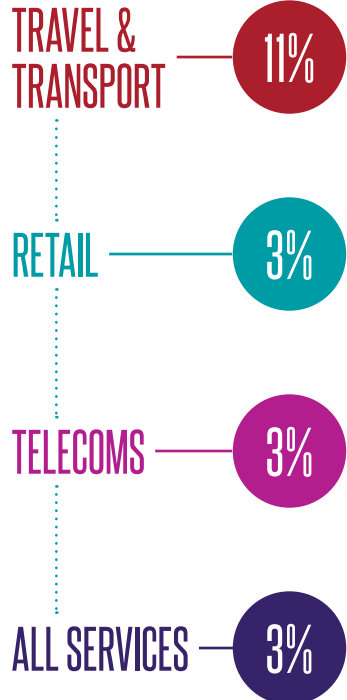
5. CINEMA WINS INFLUENTIAL FANS FOR BRANDS

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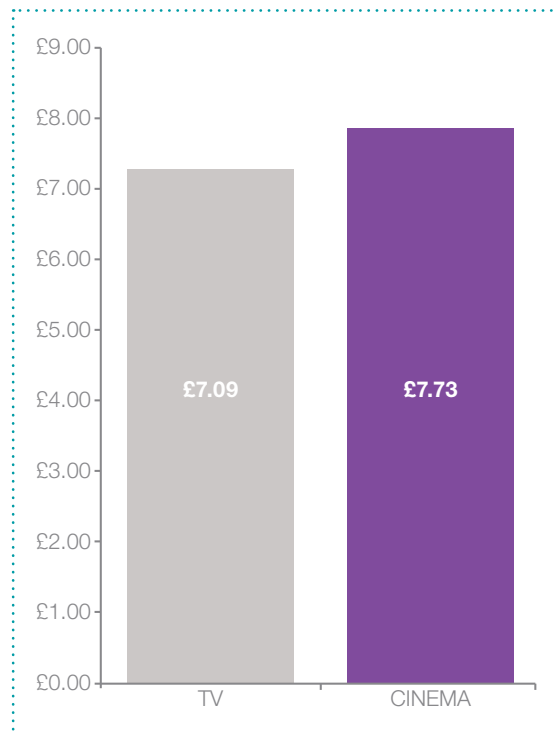
## CINEMA DELIVERS RETURN ON INVESTMENT

Benchmarking analysed its databank of over 500 UK econometric case studies to better understand the ROI delivered by cinema. Four key categories, including the overarching All Services category (incorporating retail, finance, telecoms, travel advertisers), were analysed. The findings revealed that advertisers across a variety of sectors are currently under-investing in cinema and by increasing spend they could see growth in their total campaign ROI.

### Optimal share of investment across key categories



### All Services Return on Investment



## CINEMA DELIVERS LONG LASTING SALES EFFECTS

Adstocks help us understand what impact advertising on different channels has on sales over time so it's a critical measure for brands. If a channel's adstock level is 75%, sales will on average retain by 75% each week after launch. TV and Cinema deliver significantly higher results than Online Video, reiterating why adopting a multi-screen strategy with Cinema playing a pivotal role delivers significant results and helps build box office brands.

### AV channel Adstocks

