



digital cinema media



THE DIGITAL  
CINEMA MEDIA  
AWARDS 2019

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# INTRODUCTION

Figures for 2018 revealed that UK cinemas recorded their highest attendance levels for nearly 50 years. Despite the ever-growing proliferation of content choices across media platforms, the cinema is continuing to attract big audiences – even more impressive when you consider just under half are hard-to-reach 16-34-year-olds.

The cinema advertising offering is therefore stronger than ever, with cinema predicted to overtake internet advertising and become the fastest growing ad medium globally next year.

The unique power of the darkened room, big screen and immersive

sound captivates our captive audiences, offering advertisers a media sanctuary where they can entertain and engage people.

To showcase the very best in cinema advertising over the last year, the annual Digital Cinema Media Awards, held in partnership with *Campaign* for the fifth year, celebrate and reward your best work for the big screen – a place we believe offers the best seat in media.

Thank you for all your support again this year and congratulations to all the winners and nominees.

We look forward to seeing you again in 2020!

In association with:

**campaign**

# FOREWORD



**Karen Stacey**  
CEO, Digital Cinema Media

Judging the Digital Cinema Media Awards is a highlight of my year. Our brilliant judges continued our tradition this year of honest and energetic debate but what is most inspiring is reading the entries, watching the work and seeing how the use of cinema continues to evolve as an essential part of advertisers' AV schedules.

This year we've seen more bespoke for cinema copy than ever before and a Grand Prix winner that took through the line cinema planning to another level to deliver hugely impressive business results.

While we've long known cinema's ability to build brand love and brand difference, we also saw more evidence this year about how cinema can help brands deliver short-term sales results and play a pivotal role at the launch of a campaign.

I hope our winners this year continue to set a high standard for media planning and inspire you to think how cinema can help you smash your campaign objectives!

Thank you to our judges, to Claire and the team at Campaign for continuing to be fantastic partners and to all our nominees and winners. See you next year!



**Claire Beale, Global Editor-in-Chief, Campaign.**  
Chair of the Judges, Digital Cinema Media Awards

One of the most satisfying things about being involved in the Digital Cinema Media Awards is being able to look under the bonnet at all the smart, innovative thinking that has driven the most impactful campaigns of the past 12 months.

Sometimes a brilliant piece of creativity that finds its fullest expression on a lush cinema screen has done little more than exploit the power of cinema's size and the shared experience, but the best campaigns harness that scale and community in ways that push the medium and our industry in new directions to drive proven results.

There were plenty of campaigns like that again this year – the fifth year of these awards – and as usual our judges had plenty to discuss and debate. While it was easy to dismiss some campaigns for failing to take full advantage of the spectrum of opportunities and demonstrate return on investment, it wasn't always easy to decide between competing examples of excellence: the benchmarks set by our previous winners have helped spur brands and agencies on to ever smarter uses of cinema.

# THE JUDGES

## Chair of the judges

Claire Beale	Global Editor-in-Chief	Campaign
Andrew Stephens	Founding Partner	Goodstuff
Charlotte Kernohan	General Manager, Advertising and Partnerships	Jet2.com and Jet2holidays
Claire Hilton	Managing Director	Global Brand & Insight, Barclays
Clare Peters	Chief Business Strategist	MGOMD
Davina Barker	Sales Director	Digital Cinema Media
Euan Hudghton	Chief Brand & Experience Officer	PHD
Hamid Habib	Ex-UK Managing Director	Starcom
Jo Sutherland	CEO	Carat UK
Jon Wilkins	Exec Chairman Managing Director	Karmarama Accenture Interactive
Karen Stacey	CEO	Digital Cinema Media
Lindsay Turner	CEO	Blue449 and Spark Foundry
Marie Oldham	Chief Strategy Officer	VCCP
Maud Cant	Head of AV	Mediacom Edinburgh
Satin Reid	Joint Managing Director	MediaCom



# THE AWARDS

# BEST USE OF CINEMA (SMALL)

This category rewards campaigns under £250,000 (DCM ratecard) which demonstrate the best use of cinema. As well as impactful big screen advertising, entries could include campaigns that employ tactical and topical messaging and engagement, proximity targeting or different touchpoints of the cinemagoing journey, for example digital 6 sheets, mobile or sampling.

## NOMINEES

Bahlsen Biscuits	MediaCom North	Bahlsen Biscuits: Biscuit Market's Mystery Revealed
Counter Terrorism Policing	Wavemaker	ACT: Communities Defeat Terrorism
Explore Learning	Running Total Media	Explore Learning Explore Cinema!
Greenpeace	MC&C	Greenpeace 'Rang-tan'
Grey Goose	OMD UK	Grey Goose x Everyman
HRA Pharma	UM	My Morning After
McDonald's	OMD UK	McDonald's & the Big Mac debate #isitstillabigmac?
Warner Bros. Games	PHD	The magic is escaping from the big screen – now capture it on your small screen!
Yopa	Manning Gottlieb OMD	Yopa 'Smooth Move'

## HIGHLY COMMENDED

Counter Terrorism Policing	Wavemaker	ACT: Communities Defeat Terrorism
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# WINNER

'GREY GOOSE X EVERYMAN'  
GREY GOOSE / OMD UK



**“This campaign was purpose-built for cinema to create an all-round immersive experience. Grey Goose x Everyman was a fantastic long-term partnership – fully integrated to deliver really strong results including an impressive uplift in volume sales.”**

Grey Goose, the largest super-premium vodka brand, was keen to encourage trial and long-term preference by building on its film heritage partnerships such as the Cannes Film Festival, the Golden Globes and The Academy Awards.

OMD UK worked with DCM to create an exclusive partnership between Grey Goose and Everyman which ran for nine months across all 28 Everyman cinemas across the UK. Everyman was the perfect fit to position Grey Goose to an experience-seeking, upmarket audience through its elevated cinema experience with food and drinks brought directly to luxury sofas during the film.

The partnership included on-screen activity, presence within the luxury bars, content across Everyman's website, newsletters, magazine

and social channels. Grey Goose also launched exclusive invite-only events to host Everyman members, social winners and influencers, who enjoyed Grey Goose cocktails followed by exclusive preview screenings and after-parties across the UK.

The campaign delivered 17.9m impressions over the nine months and contributed to a 9% increase in the volume of people drinking Grey Goose. According to Lisa Cowell, Marketing Manager for Grey Goose: “We were thrilled with the execution of the Everyman partnership; it helps us really land the quality credentials and change perceptions of the brand to a highly qualified and engaged audience in what is currently a very challenging category. The results delivered are outstanding for a small campaign.”

# BEST USE OF CINEMA (LARGE)

This category rewards campaigns over £250,000 (DCM ratecard) which demonstrate the best use of cinema. As well as impactful big screen advertising, entries could include campaigns that employ tactical and topical messaging and engagement, proximity targeting or different touchpoints of the cinemagoing journey, for example digital 6 sheets, mobile or sampling.

## NOMINEES

Barclays	OMD UK	Cinema ... Back to the Future of AV
Center Parcs	Hearts & Science UK	Putting the spotlight on cinema to help drive Center Parcs sales growth
Ikea	Vizeum	Ikea: Get Ready for Life
Lidl	Starcom	Lidl Movie Moments
PlayStation UK	MediaCom	Only On PlayStation Launch
PSA Groupe	MediaCom	And the Oscar for Audience Consideration goes to ... PSA Awards Season Gold Spot
Puig	Starcom	How Paco Rabanne's Invictus/Olympéa Fragrances Became Legends of the Silver Screen
The Co-operative Group	Carat UK	One Co-op – "It's What We Do"
Toyota	m/SIX	Toyota
wagamama	the7stars	wagamama - from bowl to big screen

## HIGHLY COMMENDED

The Co-operative Group	Carat UK	One Co-op – "It's What We Do"
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# WINNER

'LIDL MOVIE MOMENTS'  
LIDL / STARCOM



**"This was a clear and compelling entry founded on great insight to carve out a role for cinema right through the line and deliver fantastic commercial results."**

With family viewing across linear TV in decline, opportunities for Lidl to join in big family AV moments were proving harder to come by. At the same time, cinema has capitalised on its ability as a media and experiential channel to create environments pre, during and post family films that provide unique opportunities for families to be together.

As a cinema advocate, both in terms of driving short-term ROI and longer-term brand awareness, Lidl challenged Starcom and DCM to create a new family-led partnership across the year. A 'virtual sponsorship' was launched to engage families through "millions of memorable family moments that matter".

Key films were identified and cinemas were proximity mapped to Lidl stores nationally. Cineworld was chosen as the solus partner

to maximise through the line activities across Cineworld and Lidl's owned channels, including in-store support.

On-screen activity included a brand ad created by Karmarama and bespoke assets created by DCM Studios and Contented that were inspired by each of the chosen films to highlight details of a new promotion. This aimed to drive both engagement and customer purchase by incentivising Lidl customers to increase their basket size with the opportunity to win family tickets to the cinema.

While the campaign is still ongoing, early results show that it's been an outstanding success. Penetration of young families is already up 2.1% while competition entries were up 570% versus target. Customers with a basket size of £40+ also increased 2.6% versus the 1% target.



# BEST BESPOKE FOR CINEMA CAMPAIGN

This category celebrates content that has been created or adapted for the cinema medium. From idents to blipverts, long-form copy to live ads – any content that maximises the unique power of the big screen and the context of cinema can be entered.

## NOMINEES

BBC	Havas	BBC Sounds - Listening Without Limits
Counter Terrorism Policing	Wavemaker	ACT: Communities Defeat Terrorism
Lidl	Starcom	Lidl Movie Moments
McDonald's	OMD UK	McDonald's & the Big Mac debate #isitstillabigmac?
PlayStation UK	MediaCom	Only On PlayStation Supercut
Puig	Starcom	How Paco Rabanne's Invictus/Olympéa Fragrances Became Legends of the Silver Screen
The Co-operative Group	Carat UK	One Co-op – "It's What We Do"
Three Mobile	Mindshare UK	Three #Phonesaregood
Warner Bros. Games	PHD	The magic is escaping from the big screen – now capture it on your small screen!

## HIGHLY COMMENDED

Lidl	Starcom	Lidl Movie Moments
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# WINNER

## 'ACT: COMMUNITIES DEFEAT TERRORISM' COUNTER TERRORISM POLICING / WAVEMAKER



**“This campaign showed brilliantly how the shared, community experience of cinema works to drive behavioural change. It was a really powerful, inventive and unexpected use of the channel, taking existing creative and making it engaging, accessible and relatable for the captive cinema audience.”**

Counter Terrorism Policing relies on reports received from the public but needed to make a real impact to make people stop, listen and question their tendency to overlook suspicious activity. The aim was to give people confidence to act in 50/50 situations and make decision-making more personally relevant by framing it within communities.

With no budget for new creative assets, Counter Terrorism Policing worked with Wavemaker, DCM Studios and Contented to adapt the AV content and make it bespoke for cinema, transforming a solo viewing experience into a shared experience.

The content was completely re-imagined into an intense film, perfect for the big screen, using CCTV stylised footage to provoke audiences

to sit up, pay attention and “LOOK AGAIN”. Cinemagoers were encouraged to see the content as a counter-terrorism officer would – replaying, reframing and zooming in on suspicious activity. Regionalised end-frames also called out over 50 specific cities and boroughs to inspire a sense of community identity and further drive home the ‘communities defeat terrorism’ message.

The primary objective was to improve the quality and quantity of reports to Counter Terrorism Policing and during the first week of the campaign, not only did the overall number of online reports increase by 38%, but over half of those reports contained information helpful to the police.

# BEST CINEMA LAUNCH CAMPAIGN

This category celebrates the best use of cinema as an integral part of a launch campaign. Entries should demonstrate why cinema was chosen as part of the launch and how it contributed to the brand's objectives.

## NOMINEES

Greenpeace	MC&C	Greenpeace 'Rang-tan'
HRA Pharma	UM	My Morning After
Ikea	Vizeum	Ikea: Get Ready for Beds
PepsiCo – Walkers	OMD UK	Walkers and The Spice Girls And the Oscar for Audience Consideration goes to ... PSA Awards Season Gold Spot
PSA Groupe	MediaCom	
Sky	MediaCom	Riviera
The Co-operative Group	Carat UK	One Co-op – "It's What We Do"
wagamama	the7stars	wagamama - from bowl to big screen The magic is escaping from the big screen – now capture it on your small screen!
Warner Bros. Games	PHD	
William Hill	Vizeum	William Hill: Changing Perceptions

# WINNER

'ONE CO-OP – "IT'S WHAT WE DO"  
THE CO-OPERATIVE GROUP / CARAT UK



**"The Co-operative Group demonstrated a big commitment to go wholeheartedly into cinema at launch with great planning that executed a clear brand idea and capitalised on the presence of cinema within communities to deliver excellent results."**

The Co-operative Group wanted to be perceived as genuinely different – a 'One Co-op' brand that exists, not only to make a profit by doing good things, but also to do good things with the profit it makes. The pressure was on for Carat UK to devise a media strategy that would drive mass awareness of the range of 'good' that Co-op does, while also behaving in a hyper-local way to drive personal relevance and link to local causes within communities.

Cinema was combined with TV at launch to create standout, drive awareness and build fame rapidly. The cinema element combined a presence in some of the year's biggest blockbusters and bespoke copy at a local level. DCM and Lucky Generals worked with Carat UK to create 213 different 10" end frames that were stitched to the final 30" creative. Each of these end frames showcased the closest cause to an independent cinema, tapping into the existing sense of community.

The results achieved their ultimate goal in shifting brand neutrality with the ads improving positivity towards Co-op (60% agreement) and 65% of viewers learning more about Co-op's ethos. Most importantly 16% of viewers now plan to become Co-op members.

According to Ali Jones, Customer Director, The Co-operative Group: "Cinema played a vital role in the 'One Co-op' launch as it provided an effective way for us to show that we're a national brand with grand scale and appeal but also that we care about what's happening in communities. The community schemes are incredibly localised, and it makes sense to reflect this in how the media is executed. The dynamic end frames executed alongside the hero films in cinema, provided a great way to build deeper connections with local audiences and the causes and beneficiaries that they care about most."

# BEST USE OF INNOVATION IN CINEMA

This category rewards campaigns that can demonstrate innovative thinking, whether through new technology, new formats, new insight or planning.

## NOMINEES

British Telecom	Essence	BT Sport 18/19 Season Launch - 4DX Campaign
Halifax (Lloyds Banking Group)	MediaCom	Halifax Makes it Happen: Leading the future of cinema advertising with the UK's first ever ScreenX campaign
John Lewis & Partners	Manning Gottlieb OMD	Innovation in Cinema – John Lewis & Partners
Lidl	Starcom	Lidl Movie Moments
Puig	Starcom	How Paco Rabanne's Invictus/Olympéa Fragrances Became Legends of the Silver Screen
wagamama	the7stars	wagamama - from bowl to big screen

## HIGHLY COMMENDED

Halifax (Lloyds Banking Group)	MediaCom	Halifax Makes it Happen: Leading the future of cinema advertising with the UK's first ever ScreenX campaign
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# WINNER

'INNOVATION IN CINEMA – JOHN LEWIS & PARTNERS'  
JOHN LEWIS & PARTNERS / MANNING GOTTLIEB OMD



**“The strength of this campaign is down to the tenacity of the teams involved. They knew what would work strategically and broke existing structures to make it work. The entry is brilliant from start to finish with equally brilliant results.”**

John Lewis ads, now synonymous with Christmas, have such an impactful, iconic and emotional association. For its rebrand to John Lewis & Partners in September 2018, the creative aligned with the blockbuster movie *Bohemian Rhapsody*, so it felt like cinema could enable the perfect match. But there was one big problem – the campaign was to start six weeks before the film opened.

Contextually relevant advertising is powerful however and cinema was still desired to be an essential part of the campaign. John Lewis & Partners, MGOMD, DCM and 20th Century Fox, came to together to devise a unique solution and created a media first – aligning the 150” creative with the *Bohemian Rhapsody* trailer.

But there was a big challenge to overcome. The two pieces of copy had to be harmonious throughout to enhance the cinematic experience. Both ODEON and Picturehouse had to be convinced to disrupt their daily programming of the trailers. Once onboard, every showing of the *Bohemian Rhapsody* trailer was rescheduled with the 150” John Lewis & Partners creative following immediately after.

The campaign was a massive success. From those who saw it in the cinema, 57% were driven to act by visiting the website or talking about the ad. Cinema was also enjoyed more than other AV channels with 51% of cinemagoers more likely to have enjoyed the ad, 38% were more engaged and 56% were more likely to be immersed in it, showing a real affinity between the creative and the audience.

# BEST 'MARKETING FOR GOOD' CINEMA CAMPAIGN

This category recognises campaigns that have delivered a tangible impact for good. We believe advertising is a force for good and will celebrate entries that demonstrate how cinema contributed to delivering value to a cause or organisation, changed consumer attitudes and behaviour or delivered sustainable benefits to society or the environment.

## NOMINEES

Alzheimer's Society	Medialab	Breaking down the stigma surrounding dementia through the power of the big screen
Amplia Group	Amplia Group	Save the Dorking high street: Explore Dorking
British Gas	MediaCom	British Gas & Carers UK - Two sides of the story
OmniGov – Home Office	Manning Gottlieb OMD	Hate Crime
Counter Terrorism Policing	Wavemaker	ACT: Communities Defeat Terrorism
Greenpeace	MC&C	Greenpeace 'Rang-tan'
The Co-operative Group	Carat UK	One Co-op – "It's What We Do"

# WINNER

'BRITISH GAS & CARERS UK - TWO SIDES OF THE STORY'  
BRITISH GAS / MEDIACOM



8 out of 10 unpaid carers have felt lonely or isolated

**"British Gas & Carers UK is a beautiful case study dedicated to cinema as the lead medium. The results were impressive in driving engagement and showed the powerful effectiveness of cinema plus mobile retargeting."**

To launch its partnership with Carers UK, British Gas created a dedicated cinema ad to tell the story of the hidden struggles unpaid carers are going through every day. The powerful short film – 'Two sides of the story' – was launched in cinemas at the start of National Carers Week, highlighting the relationship between unpaid carers and their closest friends.

A split screen format highlighted the difference between how the carers present themselves on the outside and how they feel on the inside, with their friends then confronted with the realities of the carers' deepest feelings.

Cinema was identified as the perfect environment to premiere these intimate, revealing and personal stories to a captive audience. The onscreen 60" ad was also supported by mobile activity, with MediaCom working with Mobsta to geofence all the cinemas involved and carry on the conversation by delivering a further clip of the film and encouraging cinemagoers to find out more.

By making cinema the lead channel, British Gas created a media execution that drove conversation on social channels with people sharing their own carer stories. It became British Gas' most successful campaign ever for shared content with 8m impressions and over 400,000 views of the video content.

# GRAND PRIX

The Grand Prix is chosen by the judging panel solely from the winners of the six main entry categories. The winner receives a red-carpet experience for four people and a cinema screen-time campaign to the value of £100,000.



## 'LIDL MOVIE MOMENTS' LIDL / STARCOM

**“This campaign was a contender in every campaign it entered. It committed to capitalising on the unique nature of the cinema environment for the long-term and delivered tangible business results.”**

Lidl is “Big on Quality, Lidl on Price”, “Big on Family” and a fan of the BIG screen. Previously cinema had been deployed during brand relaunches or against specific product ranges at seasonal pillars in the year, but the proposition of an ‘always on’ strategy had been cost prohibitive and creatively challenging.

Starcom and DCM therefore worked with Lidl to combine the existing cinema strategy with a more consistent presence. The film slate across the 14-month period from November 2018 to December 2019 presented five key pillars to drive the partnership: *Mary Poppins Returns*, *Dumbo*, *Toy Story 4*, *The Lion King* and *Frozen II*.

Working with DCM Studios and Contented, the Lidl team created bespoke idents and assets relating to each of the films which could be used on the big screen and across Lidl and Cineworld’s owned media channels. Surrounding the release

of each title, Lidl’s presence was also bolstered with the addition of DCM’s family buying route to increase the reach of the bespoke for cinema promotion.

The partnership was driven by cinema so understanding the impact of the campaign can be determined directly through the customer engagement process. Once customers had purchased in-store for over £40, they could then upload a photo of their receipt through the dedicated microsite to enter a prize draw for a set of family cinema tickets. There was a direct link to purchase, basket size and engagement enabling Lidl to evaluate the success of the activity.

Early indications from the first two phases show that it’s been an outstanding success as well as a unanimous Grand Prix winner!

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CINEMA MEDIA  
AWARDS 2019



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