



digital cinema media

DIGITAL CINEMA MEDIA AWARDS 2023

campaign



digital cinema media

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INTRODUCTION

All eyes are on the big screen. Exclusive theatrical exhibition is front-and-centre once again, box office records continue to be broken and premium formats are setting new benchmarks to captivate audiences across the world, while a report by WARC earlier this year projected that cinema advertising will record a 20.8% year-on-year growth in 2023.

This July, *Barbie* and *Oppenheimer* quickly became two of the highest grossing films ever. The 'Barbenheimer' double-bill excited young audiences, and highlighted to the media world how important cinema is to an AV plan, particularly at times when advertisers have to start something new - be that a new product, campaign or message.

The unique power of the darkened room, big screen and immersive sound captivates our attentive 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 seventh year, celebrate the most powerful AV content on the big screen – a place we believe offers the best seat in media.

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

We look forward to seeing you again in 2024!

In association with
campaign

FOREWORD



KAREN STACEY

CEO, Digital Cinema Media

Judging the Digital Cinema Media Awards is always a highlight for me.

We once again saw an impressive number of entries and it was wonderful to see the creativity and strategic thinking that has gone into these campaigns to really utilise the power that cinema has to offer, and how the medium is more essential than ever as part of advertisers' AV schedules.

Our stellar panel of judges were honest, outspoken and lively, with stimulating debate and discussions. I especially loved seeing the entries in this year's new creativity category and our judges really did have to go back and forth with their decisions as every shortlisted entry had their own merits and reasons to win.

This year we've seen how brands have embraced cinema beyond just the ad

reel. The work was filled with emotion, tapped into compelling insights and used bespoke activations that cinemagoers may not have previously experienced, with a Grand Prix winner that truly exemplified how maximising all of cinema's touchpoints can deliver unbeatable impact and drive impressive business results.

I hope our winning campaigns will continue to set a high standard for smart media planning and inspire how cinema can be used differently to maximise the commercial opportunities available across a whole variety of media challenges and budgets.

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



MAISIE MCCABE

UK Editor, *Campaign*
Chair of Judges, Digital Cinema Media Awards

With *Oppenheimer*, *Barbie* and *The Super Mario Bros. Movie* among the hit films, the cinema industry's momentum was clear in 2023. Judging by the Digital Cinema Media Awards entries, advertising on the big screen is keeping pace.

Digital Cinema Media assembled a stellar panel of thoughtful industry leaders, who interrogated the entries and came to the live judging session ready to debate.

More than one of the winning entries was in the running for multiple awards, which is testament to their quality. Many of the other entries would have won prizes in previous years, as one of the judges said as we finished an inspiring and enjoyable afternoon.

It was great to see lots of brands and agencies citing cinema-specific research to support their strategy and plans, and providing detailed results for the medium's impact. I hope we see even more of both next year.

Highlights for me included a brand that had never used cinema before being confident – and brave – enough to launch a wide-ranging and multi-platform campaign during its key trading period and a major bespoke partnership being extended for a second year.

Congratulations to all the winners and thank you to all the talented judges, and everyone at DCM for partnering with us on this brilliant scheme.

THE JUDGES

Bhavesh Patel	Director of Media – UK & Europe	Sky
Clare Chapman	Outgoing CEO	Carat, UK
Davina Barker	Sales Director	Digital Cinema Media
Enyi Nwosu	Chief Strategy Officer	UM London
James Shoreland	CEO, UK & Ireland	Initiative
John Marshall	Founder	Running Total Media
Karen Stacey	CEO	Digital Cinema Media
Kelly Parker	CEO	Wavemaker
Nadine Young	CEO	Starcom
Neil Harrison	Head of Media	Virgin Media O2 Brand & Marketing
Pete Edwards	CEO	Spark Foundry
Satin Reid	COO	EssenceMediacom UK
Victoria Bickle	Managing Director	mSix&Partners



THE AWARDS

Get comfortable, the fun is about
to begin...

BEST USE OF CINEMA (SMALL)

This category rewards campaigns under £250,000 (DCM ratecard) which demonstrate the best strategic 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

Age UK	MGOMD	Cinema for Change: How Age UK used cinema to deliver urgency, trust and engagement
Greggs	Carat UK	Proving both the long & short of it
Haven Holidays	EssenceMediacom	Haven Holidays 2023
Klarna	EssenceMediacom	Klarna's That's Smooth Cinema campaign
Pets at Home	Carat UK	We're All for Pets
Sky	EssenceMediacom	Sky Ents - Gangs of London
TalkTalk	mSix&Partners	Launching TalkTalk TV on the big screen
Virgin Active	Mindshare	Making Virgin Active Count on the Big Screen

WINNER

PROVING BOTH THE LONG & SHORT OF IT GREGGS / CARAT UK



“This campaign had a clear vision and strategy, with robust measurements that isolated the impact of the cinema medium’s performance. It was a fun creative that had simple insight and smart execution, targeting people in groups going to the cinema at night. This was a stand-out winner.”

In the highly competitive Food on the Go (FOTG) market, Greggs faced industry giants as its opponents. To stand out and attract the 16-34 age group, the most frequent FOTG consumers, Greggs focused on creating meaningful connections and delivering communications during moments of joy. Recognising cinema’s ability to evoke happiness in audiences, Greggs collaborated with DCM to leverage cinema advertising as the ideal medium for reaching the sought-after demographic.

The “Bag some Joy” campaign, executed with captivating cinema-friendly creative, showcased Greggs’ extended store hours and encouraged the audience to indulge in their treats after enjoying a great movie. The campaign targeted the end of January blues and the February half-term period, aligning perfectly with cinema admissions and Greggs’ evening trading period.

The campaign achieved a remarkable reach through DCM and Pearl & Dean’s estates. An incrementality test conducted by D2D confirmed cinema’s positive impact on immediate sales, generated a phenomenal ROI.

The “Bag some Joy” campaign also witnessed significant brand metric improvements, solidifying Greggs’ position as a formidable competitor in the market.

By adopting innovative strategies and understanding their audience’s desires, Greggs successfully competed with industry Goliaths, demonstrating the potency of cinema advertising in driving brand metrics and short-term sales growth. The campaign positioned Greggs as the spirited David with a powerful slingshot, aiming to spread joy and win the hearts, minds, and stomachs of Gen Z, one delectable treat at a time.

BEST USE OF CINEMA (LARGE)

This category rewards campaigns over £250,000 (DCM ratecard) which demonstrate the best strategic use of cinema. As well as onscreen advertising, campaigns that employ tactical and topical messaging and engagement, proximity targeting or different touchpoints of the cinemagoing journey can be entered.

NOMINEES

Audible	Wavemaker UK	Audible - The Greatest Storyteller
GiffGaff	MG OMD	The Good, The Bad, and the giffgaff: giffgaff's Brand Relaunch
IKEA	iProspect	IKEA use end frames across cinema to drive footfall delivering great results
JD Sports	Smart Media	JD - King of the Game
Kia	Havas Media Network, Havas PLAY	Kia Driving to the Electric Future with Independent Cinema
Lloyds	Zenith UK	Lloyds Bank: an ever deepening association with the big screen
Marks & Spencer	Mindshare	Marks & Spencer - Matilda Gold Spot
McDonald's	OMD	McDonald's: Are your mates #McNuggetworthy?
No7 Beauty Company	EssenceMediacom	No7's 'Silver Beauties on the Silver Screen'
Paramount +	Wavemaker UK	Paramount + - Through the Rabbit hole
Prime Video	Initiative	The Devil's Hour
Samsung	Starcom	Samsung presents Big Screen Blockbusters: A true brand love story. Available in cinemas now
Sky Glass	EssenceMediacom	Sky Glass - Smarter Than a Smart TV
Tourism Ireland	OMD	Tourism Ireland and Dungeons & Dragons: Honor Among Thieves - Welcome to a land where fantasy, is reality
Virgin Atlantic	PHD Media	Virgin Atlantic Re-Stage H2 2022 Cinema

WINNER

KIA DRIVING TO THE ELECTRIC FUTURE WITH INDEPENDENT CINEMA
KIA / HAVAS MEDIA NETWORK, HAVAS PLAY



“Kia has demonstrated a big commitment to the medium, celebrating independent cinema in this partnership that has gone all in. This was a compelling entry that capitalised on a wide range of touchpoints, using all aspects of cinema both on and off the screen to shift brand consideration for an upmarket audience.”

Kia's new global brand positioning of 'Movement that Inspires' embodied everything it wanted to be known for: a progressive leader that champions technology, sustainability, electrification and mobility. But with this positioning, Kia needed to engage a new affluent, discerning target audience of 'modern progressives', who had little connection to Kia, and who didn't see the brand as a progressive technological force.

With a need to shift brand perceptions and with limited new car launches, Kia turned to DCM and their independent cinema estate to forge deeper connections with people.

'Kia: Taking you on inspiring journeys' is a long-term, wide-ranging partnership featuring full immersion with independent

cinema to integrate Kia in a way that hadn't been done before. Cinema became embedded across owned and earned experiences throughout Kia's marketing and all the way through to Kia dealerships to fully immerse Britain's film lovers as they reconnected with the inspiring journeys that cinema can take you on.

By flipping brand perceptions with independent cinema fans, Kia bolstered its relevance as a modern, technologically advanced brand, primed to win in the electric vehicle space in the future. By the final wave of research, 91% independent cinema visitors said they would consider Kia in the future - being called out verbatim as an "innovative, trend setting brand" that was "technologically advanced, modern, ethical, sustainable and eco-friendly".

BEST USE OF CREATIVITY IN CINEMA

This category rewards campaigns that can demonstrate the clever use of new ideas and innovative thinking for the cinema medium to deliver something tangible for an advertiser.

NOMINEES

JD Sports	Smart Media	JD - King of the Game
Kia	Havas Media Network, Havas PLAY	Kia and Independent Cinema Driving to the Future Together
No7 Beauty Company	EssenceMediacom	Being Real, In Reel, Brought to you by No7
Paramount +	Wavemaker	Paramount + - Through the Rabbit hole
Prime Video	Initiative	The Devil's Hour
Samsung	Starcom	From boring to blockbuster: Harnessing the power of Cinema
Tourism Ireland	OMD	Tourism Ireland and Dungeons & Dragons: Honor Among Thieves - Welcome to a land where fantasy, is reality

WINNER

JD - KING OF THE GAME JD SPORTS / SMART MEDIA



“JD Sports jumped whole-heartedly into cinema as a new spender in the category and truly made it count. Using great insights and planning, they created something bespoke for the medium that was both contextually relevant and imbued with creative merit. It’s a powerful and bold campaign that delivered excellent results.”

When sports-fashion retailer JD Sports sought to reach 16-24-year-olds during holiday season, competition was at an all-time high due to the Q4 World Cup, which diverted eyeballs and raised linear TV costs.

JD had never invested in cinema, despite 16-34-year-olds accounting for almost 60% of a movie’s opening weekend.

A collaborative partnership was created between Smart Media & DCM from ideation to execution of a bespoke proposal. JD was convinced to make cinema their lead channel: cinema offers a premium canvas for high-impact creative to captive audiences void of distractions, while many JD megastores are in malls alongside cinemas.

Black Panther: Wakanda Forever was the culturally relevant film to get audiences buzzing with a release date perfectly aligned leading up to Christmas.

Smart Media & DCM worked together with JD Sports to create ‘King of the Game’, spearheaded by co-branded JD & DCM opening and closing idents, and 120” and 30” JD ads featuring an ordinary mall that transforms into an arcade world. The arcade world was recreated in cinema foyers on opening weekend for an experiential tie-in unlike any other.

The results far exceeded typical benchmarks, proving cinema to be the ideal launch medium for JD Sports to reach young audiences at the busiest time of year.

BEST 'MARKETING FOR GOOD' 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

Age UK	MGOMD	Cinema for Change: How Age UK used cinema to deliver urgency, trust and engagement
The Prince's Trust	mSix&Partners	Empowering Hope: The Class of Covid Campaign
Virgin Atlantic	PHD Media	Virgin Atlantic Re-Stage H2 2022 Cinema

WINNER

EMPOWERING HOPE: THE CLASS OF COVID CAMPAIGN THE PRINCE'S TRUST / MSIX&PARTNERS



“This is a powerful case study that utilises the emotional and communal impact of the big screen, using the medium as a conversation starter for audiences. It is personal and reflective, with the creative of someone standing at a lectern addressing the audience fitting very well with cinema.”

Youth charity, The Prince's Trust, embarked on a powerful campaign to raise awareness of the profound impact the pandemic has had on young individuals, a period that devastated their self-confidence and stole their futures, disrupting their education, social lives, and employment prospects.

New research found that 2.8 million young people in the UK don't think their job prospects will ever recover from the pandemic, a situation that is only set to worsen by the cost-of-living crisis. Disadvantaged youths have been particularly affected, exacerbating existing inequalities.

The strategy aimed to connect the general public with The Prince's Trust, using a captivating 30-second creative to foster understanding of their mission and create a personal attachment to the issue.

Through meticulous audience analysis, mSix&Partners and DCM identified the highest-indexing movies that would resonate with The Prince's Trust's discerning upmarket audience. Films such as *Don't Worry Darling*, *The Woman King*, *Amsterdam*, *Mrs. Harris Goes to Paris*, and *Moonage Daydream* were carefully selected to ensure maximum impact. DCM offered additional complimentary value of 100% to boost campaign coverage and contribute to its resounding success.

To ascertain the most effective flighting strategy for cinema, alongside BVOD and Addressable TV, a thorough Reach & Frequency scenario analysis was conducted. The results were compelling, demonstrating that adding cinema to the mix would deliver incremental reach of 4%, a vital additional to ensure the campaign was seen as far and wide as possible.

BEST LONG-TERM USE OF CINEMA

This category rewards campaigns that show evidence of a longer-term commitment to the cinema medium as part of a brand strategy.

NOMINEES

IKEA	iProspect	IKEA use end frames across cinema to drive footfall delivering great results
Kia	Havas Media Network, Havas PLAY	Kia Driving to the Future with Independent Cinema
Lloyds	Zenith UK	Lloyds Bank: By the side of cinema
Samsung	Starcom	Samsung & Starcom association with DCM to create an idea for a long-term use of Cinema in most strategy way
Tourism Ireland	OMD	Tourism Ireland and Dungeons & Dragons: Honor Among Thieves - Welcome to a land where fantasy, is reality
Virgin Atlantic	PHD Media	Virgin Atlantic Re-Stage H2 2022 Cinema

WINNER

IKEA USE END FRAMES ACROSS CINEMA TO DRIVE FOOTFALL DELIVERING GREAT RESULTS

IKEA / IPROSPECT



“IKEA is truly a long-term supporter of cinema, consistently investing in the medium for almost a decade. They have creatively switched up their campaigns and messaging, clearly executing their strategy with a huge amount of attention and insight to maximise everything cinema has to offer.”

IKEA, iProspect and Mother’s 12-year relationship has seen consistent use of the cinema medium to support an AV strategy that has delivered YOY growth targets and cemented IKEA’s place as the market-leading home retailer.

While market share peaked in 2019, Covid-19 put IKEA under threat and played a significant role in a loss of market share. Lockdowns, store closures and supply chain issues caused havoc. The category was booming thanks to the unavoidable increased consideration with consumers stuck at home, but competitors were closing in.

IKEA needed to inject a huge dose of energy into their communications to get people back in when stores reopened. The problem was the shift towards shopping locally, jeopardising chances of recovery.

To increase footfall, IKEA needed to feel like a part of the community. A new media strategy dubbed “the doughnut” was born, to bring IKEA ‘Closer to Home’.

A circle was mapped around each store’s acceptable drive-time and prioritised ad spend into this region to ensure they were only speaking to those who were most relevant to the brand. To hit the object of increased footfall, IKEA introduced regional end frames for the first time, using cinema’s unique connection to its location to push people to store. Each end frame was adapted to cinemas nearest IKEA stores – totalling 20 different executions nationwide.

A 60” creative ran in both AGP and Kids AGP packages to ensure mass emotional connection, with the campaign driving increased ROI and uplifts across key brand metrics.

CINEMA CHAMPION OF THE YEAR

This category celebrates an individual or team that display excellence in championing smart-planning for the cinema medium and go above and beyond to get the best from the growing opportunities that the medium presents for brands to deliver results for clients.

NOMINEES

BU4 AV Team		EssenseMediacom
Daniel Gibson	AV Director	OMD (Omnigov)
Daniel Trout	AV Account Director	Wavemaker, UK
Freya Hadfield	Media Activation Business Director	EssenseMediacomX
Guive Shafie	AV Planning Director	Dentsu
Nicholas Williams	Account Director	Mindshare
Samsung AV Team		Starcom
Sophie Martin	Associate Director, Partnerships	Initiative
Thishanthy Sagthidas	AV Account Director	Havas

WINNERS

SOPHIE MARTIN, ASSOCIATE DIRECTOR, PARTNERSHIPS, INITIATIVE



“This entry truly stood out. Sophie’s solid understating of the medium sees her creatively shine while delivering significant commercial impact for brands, and also bringing new clients to cinema.”

Sophie works hard to demonstrate smart media planning across a range of clients to utilise the growing opportunities that cinema offers. She is always the one to present ideas to clients as a trusted source of knowledge to upscale awareness of the medium. There is strong evidence of Sophie producing creative solutions for advertisers and evidence this

has driven business results for clients. Most recently she worked with DCM Studios to come up with a reel takeover idea to build suspense for a psychological thriller series during a busy time of year, with standout results that have encouraged the client to look into ways they can further implement creative strategy for future campaigns.

SAMSUNG AV TEAM, STARCOM



“This team leads the way with taking a cinema first approach, championing the medium across all of Samsung’s products with a range of creative partnerships, long-term sponsorship deals and bespoke ident takeovers. They push hard and deliver at every opportunity.”

The Samsung AV Team has long understood the importance of cinema as part of its AV Plans, regularly planning AGPs alongside their TV and Video campaigns to help extend reach in a premium environment.

In the last year alone, the team has grown Samsung’s presence across the big screen

with the development and execution of three key partnerships that utilised the unique opportunities offered by the cinema medium. These partnerships were designed to target key demographics, drive business results for Samsung, and showcase the team’s commitment to smart media-planning, strategic thinking, and creative solutions, delivering significant results.

**AND THE
GRAND PRIX
GOES TO...**

GRAND PRIX

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



“A stand-out favourite, this campaign is carefully thought out and was a top contender among multiple categories. Kia has shown a true understanding of the entire cinema environment, with a long-term commitment to fully integrate across the whole consumer journey - from being on screen to in the foyer, membership and all the way to the dealership - to deliver across key KPIs.”

Kia. Proud supporter of independent cinema.

Taking you on inspiring journeys.



KIA AND INDEPENDENT CINEMA DRIVING TO THE FUTURE TOGETHER KIA / HAVAS MEDIA NETWORK / HAVAS PLAY

Kia had grown volume share over time in the UK, but upcoming legislation changes and a rebrand meant Kia needed to reposition as a leader in electrification to a new target audience who currently had little connection to the brand. This audience needed to feel inspired by Kia and believe in their technology.

Cinema, with its unparalleled attention (as proven by Lumen) would be a great environment for Kia to land messaging and an emotional connection. Independent cinemas presented a premium platform that connects deeply with its audience of film lovers – they’re more likely to be members of a cinema (Index: 188) and also happy to pay for premium experiences (Index: 159).

More than a standalone campaign was needed though, so “Kia: Taking You On Inspiring Journeys” was born. Kia wanted to go beyond on-screen and collaborated with DCM to become the official long-term partner of Independent Cinema, integrating in a way that hadn’t been done before.

Across the year Kia collaborated on an activity plan centred around multiple touchpoints including owning the Gold Spot, extending beyond the screen to fully integrate into the Picturehouse estate and taking the partnership to local dealerships with a nationwide ticketing programme.

This partnership exceeded all of Kia’s expectations. The client celebrated this approach, commenting: “This was an excellent opportunity to put the new Kia brand centre stage and on the big screen. The efforts from the team at all sides has led to fantastic results in both brand uplift and inspiring dealer engagement.”





AND NOW...
LET'S CELEBRATE!

Thank you from Digital Cinema Media and *Campaign* for all your support in 2023. The Awards will be open again for entry next year. Find out more and contact us at dcm.co.uk.



digital cinema media

dcm.co.uk