

‘Lidl Movie Moments’

Background

- Lidl has historically used cinema to good effect by promoting specific product ranges and seasonal activity – proving how it can help drive both short term ROI for the business as well as longer-term brand awareness.
- Lidl had two primary aims for its forthcoming activity - increase penetration amongst young families and increase the percentage of Lidl customers spending over £40.
- Engaging young families is proving increasingly challenging - in recent years the proliferation of streaming services and the fragmentation of AV media has meant shared family viewing moments at home have substantially decreased.
- However, cinema continues to provide families with the perfect environment to escape together and share in a quality entertainment experience – exactly the sort of true family moment that Lidl wanted to tap into. Knowing cinema attracts a younger, more affluent audience, it was the perfect fit.

Idea

- In order to benefit from the big screen’s ability to create shared family experiences Lidl, DCM and Starcom worked to find a solution to ensure the brand was ‘always-on’ cinema throughout the year without breaking the bank.
- DCM proposed partnering with Cineworld, which has the most cinemas in proximity to Lidl stores, across five highly-anticipated family films over a 14-month-long period – *Mary Poppins Returns*, *Dumbo*, *Toy Story 4*, *The Lion King* and *Frozen II*.
- With an aim to drive action and short-term sales, the partnership with Cineworld incentivised Lidl customers to increase their basket size. Those who spend over £40 in-store were able to upload a photo of their receipt to enter a competition to win Cineworld tickets for the whole family.
- Lidl, in partnership with DCM Studios and Contented, created bespoke ‘Lidl Movie Moment’ idents that would run after Lidl’s brand ad to further drive engagement with the brand and the online competition.



Campaign Details

Sector	Retail
Target Audience	Families
Package	<i>Mary Poppins Returns</i> , <i>Dumbo</i> , <i>Toy Story 4</i> , <i>The Lion King</i> & <i>Frozen II</i> Film Packs + Family AGP
Creative Agencies	Karmarama & Contented
Media Agency	Starcom
Duration	30-60"



Results

- The cinema partnership has delivered beyond expectations for Lidl – associating the brand with five hugely successful family titles and aligning itself with quality family moments, and giving something back to its customers.
- The partnership approach has successfully driven action and consumer engagement with the competition to win Cineworld family tickets receiving over 11,000 entries - five times more than the campaign target.
- Moreover, penetration of young families has increased 2.1% with customers spending over £40 increasing 2.6% - results again exceeding original campaign targets.

Summary

- The 'Movie Moments' partnership has helped Lidl engage young families and drive action. The success of the competition element is prominent, helping Lidl complete the consumer journey with on-screen activity and ultimately drive customers to spend more in-store.

