

VIRGIN MEDIA

'Movie Moods' - 2013



Background

- Virgin Media wanted to communicate the strength of their content compared with other paid-for TV services.
- In particular this meant emphasising their range of HD TV shows and films, and the fact that they were offering Netflix as part of their TiVo service.
- The goal of the activity was to raise awareness of this enhanced offer and to increase consideration of Virgin Media.

Why Cinema?

- Research from TGI shows there is a strong correlation between cinemagoers and fans of movies and HD content on TV.
- The Virgin Media activity was focused on promoting Virgin Media's film content, so Cinema was the ideal contextual environment in which to get this message across and drive purchase consideration.
- To increase the efficiency of reaching more ardent film fans, Virgin Media ran in the opening week of eight major releases across November and December including Gravity, The Hobbit: The Desolation of Smaug and The Hunger Games: Catching Fire.

CINEMA DELIVERS:
INCREASED CONSIDERATION



'You weren't expecting that, were you'

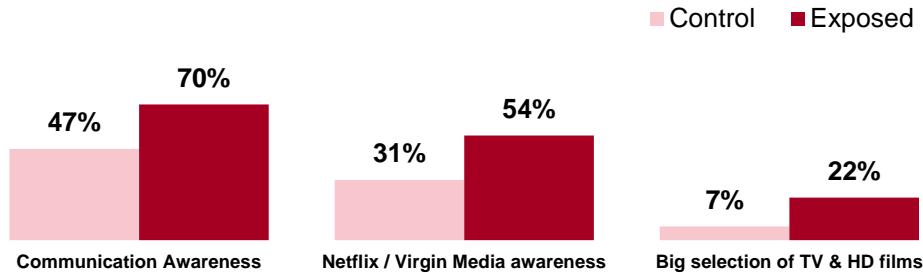
Campaign Details

Package	Film Packs (Opening Weeks) – 6 week duration
Creative Agency	BBH
Media Agency	MGOMD
Methodology	Cinema exposed vs. non-exposed
Target Audience	ABC1 Families
Sector	Entertainment / TV

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PRODUCT IMPACT



Uplift in comms awareness:

Exposed **49%** more likely to be **aware of VM communication**

Exposed = 70%, Control = 47%



Increased knowledge of Netflix partnership:

Uplift of **74%** in terms of **awareness of Netflix being on VM**

Exposed = 66%, Control = 37%

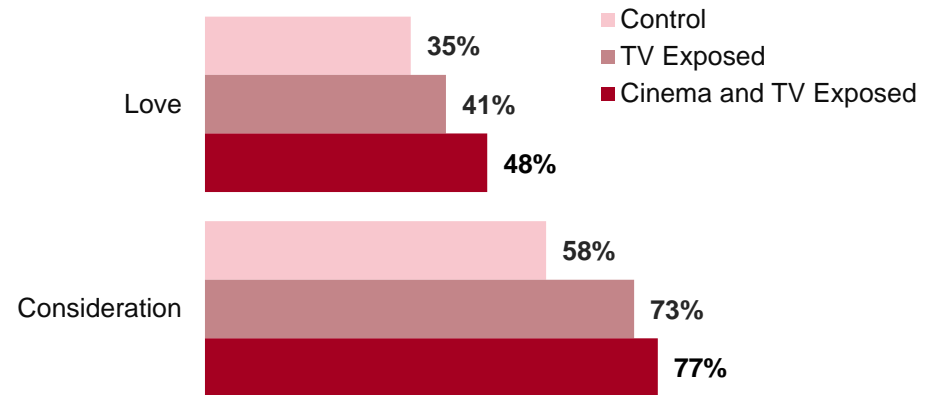


Greater understanding of Virgin Media's portfolio:

Exposed **214%** more likely to say VM has a **big selection** of TV and **films in HD**

Exposed = 62%, Control = 30%

BRAND IMPACT



Greater brand favourability:

Those exposed to TV activity **are 37% more likely to 'love' VM** vs. the control

Cinema / TV Exposed = 48%, Control = 35%



Increase in consideration:

Those exposed to TV activity **are 33% more likely to consider VM** vs. the control

Cinema / TV Exposed = 66%, Control = 37%

SUMMARY

- The complementarity of the creative to the media worked in promoting the availability of Netflix on Virgin Media to a **core target audience** likely to be interested in the content.
- The Cinema and TV activity dovetailed to create an **uplift in brand favourability and 'love'** resulting in an **increase in consideration** for Virgin Media services



digital cinema media

Source: DCM / Virgin Media
ABC1 Families | 2008
Conducted by: Millward Brown

CINEMA DELIVERS:
INCREASED CONSIDERATION