

BUILDING **B**OX OFFICE **B**RANDS

VOLUME III

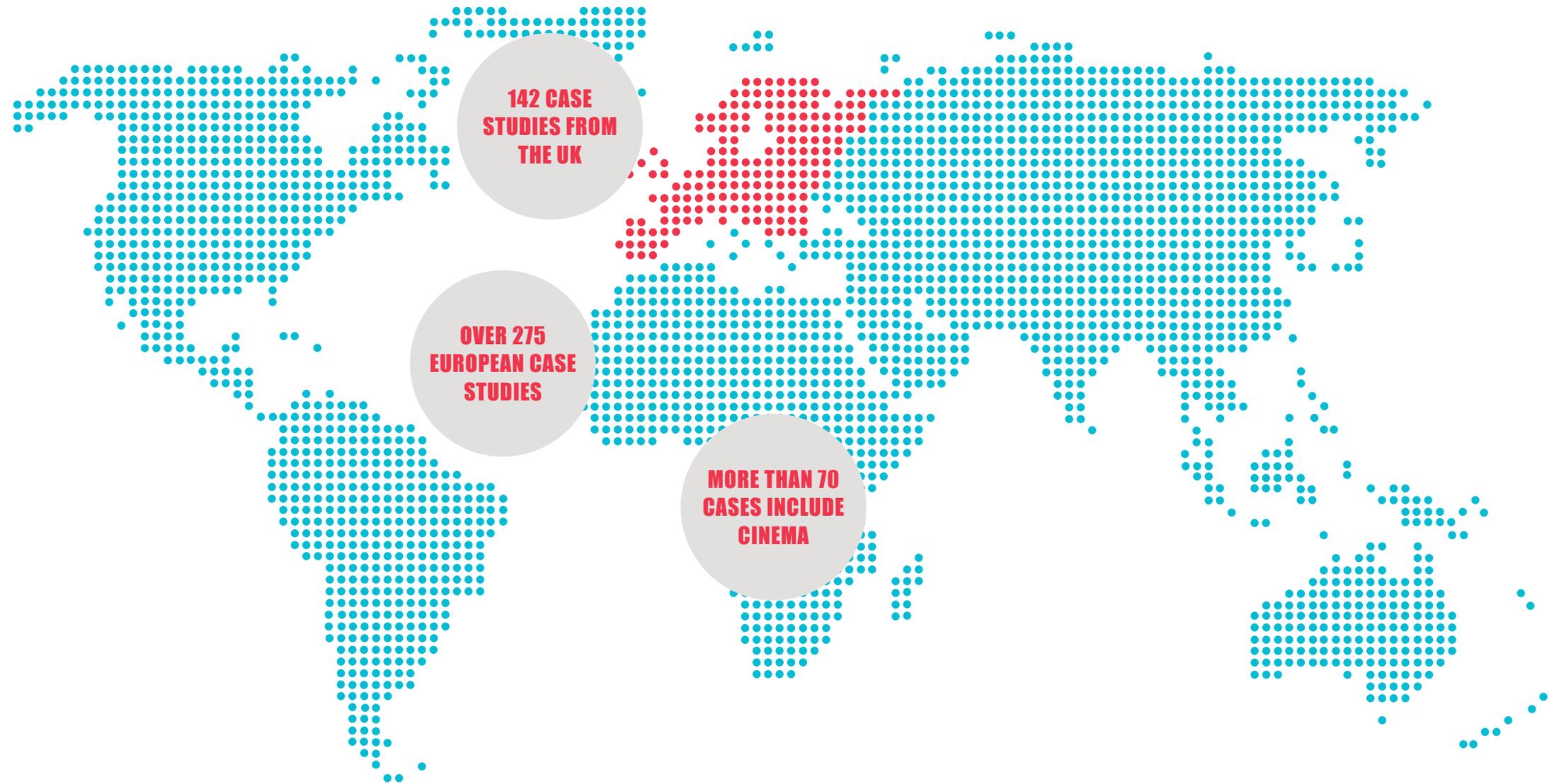
**PROVING CINEMA'S UNIQUE VALUE AS PART
OF ADVERTISERS' AV SCHEDULES**



THE METHODOLOGY

HOW THE STUDY WAS DONE

Kantar have a comprehensive databank of European CrossMedia case studies – with half of these coming from the UK.



UNPICKING BRAND IMPACT DELIVERED BY ADVERTISING



Brand Metric

First, Kantar takes a brand metric for a specific brand.

The Base (Non-Media) Contribution

Kantar then identify any **underlying involvement factors** and **ongoing influences** that can influence a consumer's view of a brand and control for these within the modelling:

- Category interest
- Media bias
- Brand involvement
- Purchase behaviour
- Previous campaigns
- News coverage
- Word of mouth

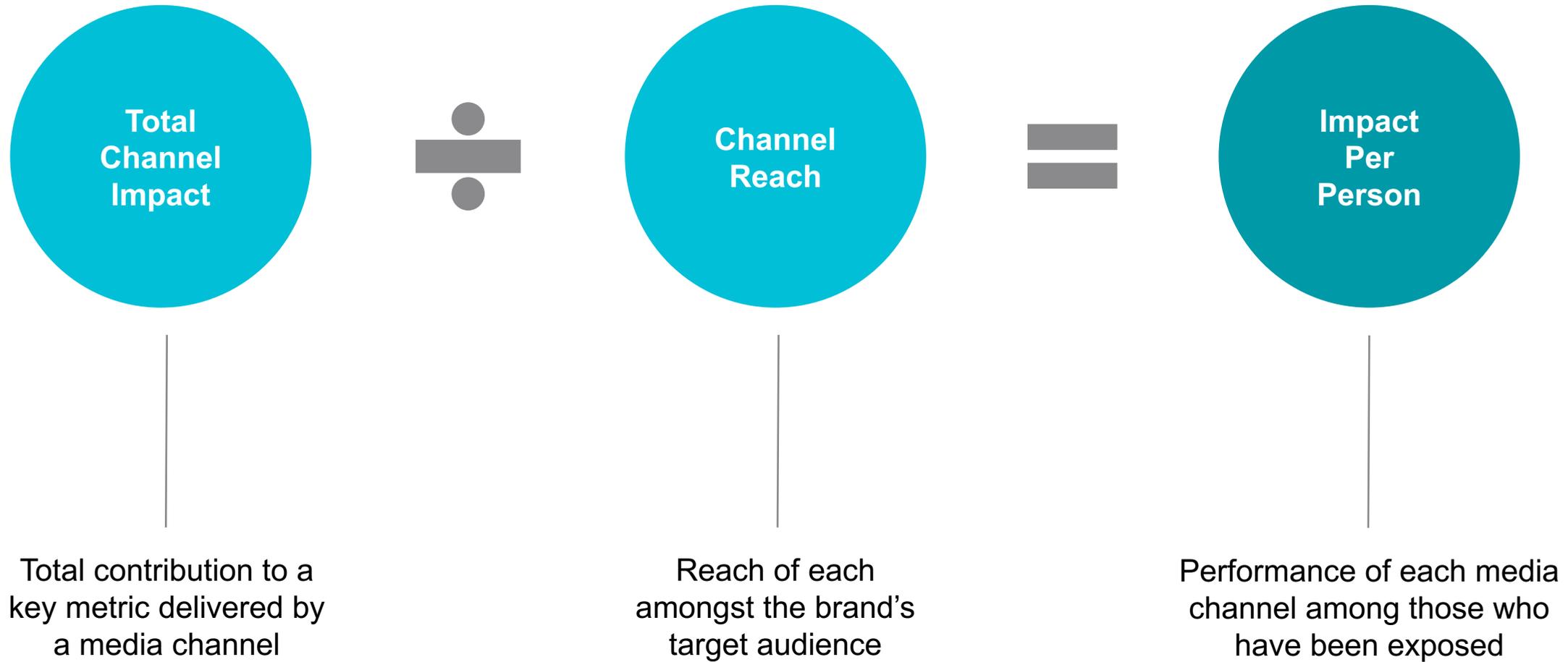
The Media Contribution

Finally, Kantar identify the actual campaign influence of the media channels on top of these other factors through sophisticated modelling based on:

- Detailed media consumption habits – Viewership, listening, readership habits etc.
- Online behaviour

THE METRICS – IMPACT PER PERSON

Creating a level playing field to compare the contribution of different media channels



CORE BRAND-BUILDING METRICS

**BRAND
SALIENCE**

**BRAND
LOVE**

**BRAND
DIFFERENCE**

**BRAND
CONSIDERATION**

**BRAND
RECOMMENDATION**

CINEMA MAKES BRANDS MEMORABLE



BRAND SALIENCE

Cinema and TV are most valuable AV media contributors to awareness per person reached.

AV Contribution to Brand Salience



CINEMA CREATES A BRAND LOVE STORY



THE IMPORTANCE OF BRAND LOVE

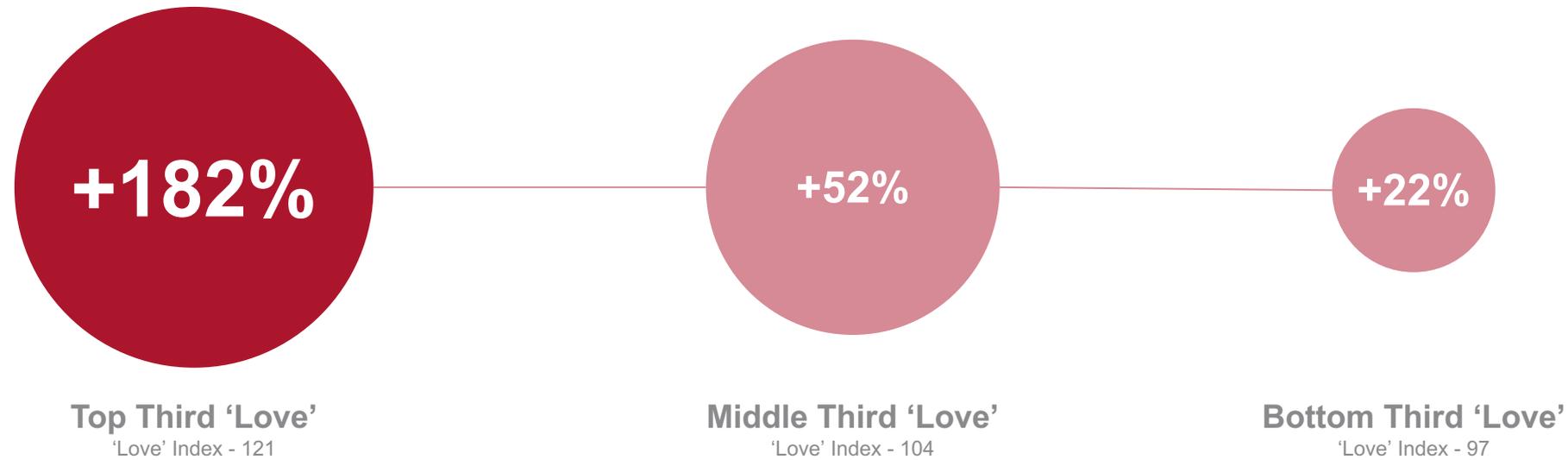
In a world of myriad choice, loyalty is no longer guaranteed so it's essential for brands to stand out by winning over the hearts and minds of their customers.

Kantar's BrandZ™ work has consistently proven across the last decade that brands that are loved grow most rapidly in value.

Creating an emotional connection with their audiences is huge business for brands. Those brands who have scored highest in 'love' over the last 10 years have increased in value 8x more than brands who scored low on 'love'.

By building affinity with audiences, it means they are not only more likely to choose the brand but they're also more willing to pay a price premium for it. So how can AV media help brands build and foster this all-important brand love?

BrandZ Global Top 100 - 10-Year Value Change



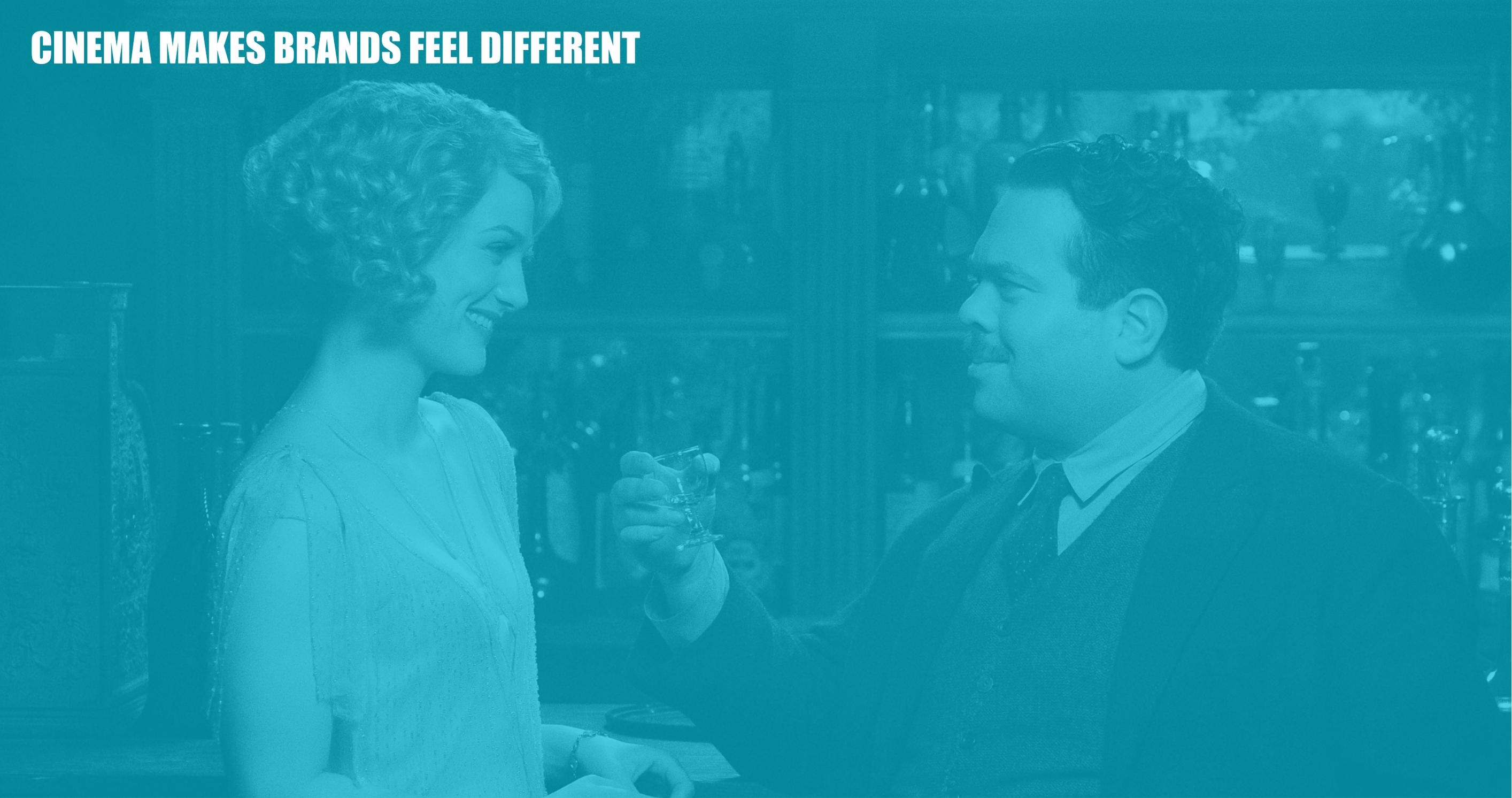
BRAND LOVE

Cinema delivers 3x the impact of online video on brand love and delivers almost twice the contribution of TV per person reached.

AV Contribution to Brand Love



CINEMA MAKES BRANDS FEEL DIFFERENT



THE IMPORTANCE OF BRAND DIFFERENCE

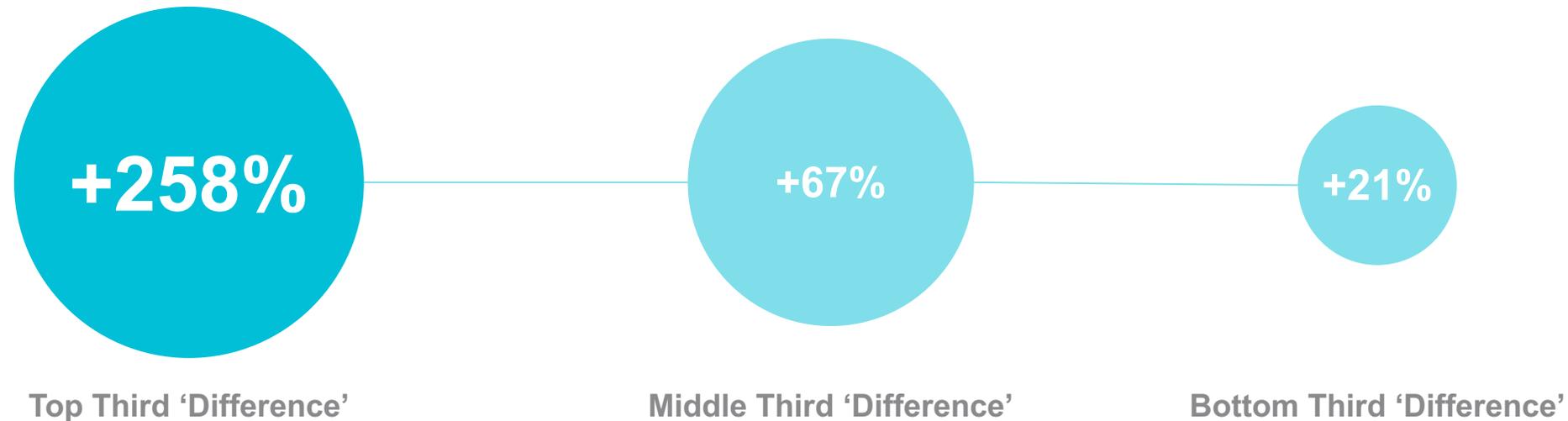
Being different is what makes the difference for brands. Standing out from competitors allows brands to justify a price premium that ultimately helps drive faster growth in brand value.

For brands, difference must have the potential to be meaningful to people – to deliver against their needs in a new way that betters what other brands have to offer.

Functional advantage over competitors can be difficult to maintain and therefore gaining emotional advantage is the more sustainable approach, although no less challenging. However, those brands who can achieve this sense of difference will reap the rewards when consumers become predisposed to choosing them over the competition.

As Kantar's BrandZ™ analysis shows, those brands who rank highest for 'Difference' have grown 258% in the last 11 years, compared to those brands in the bottom third who have witnessed just 21% change in value.

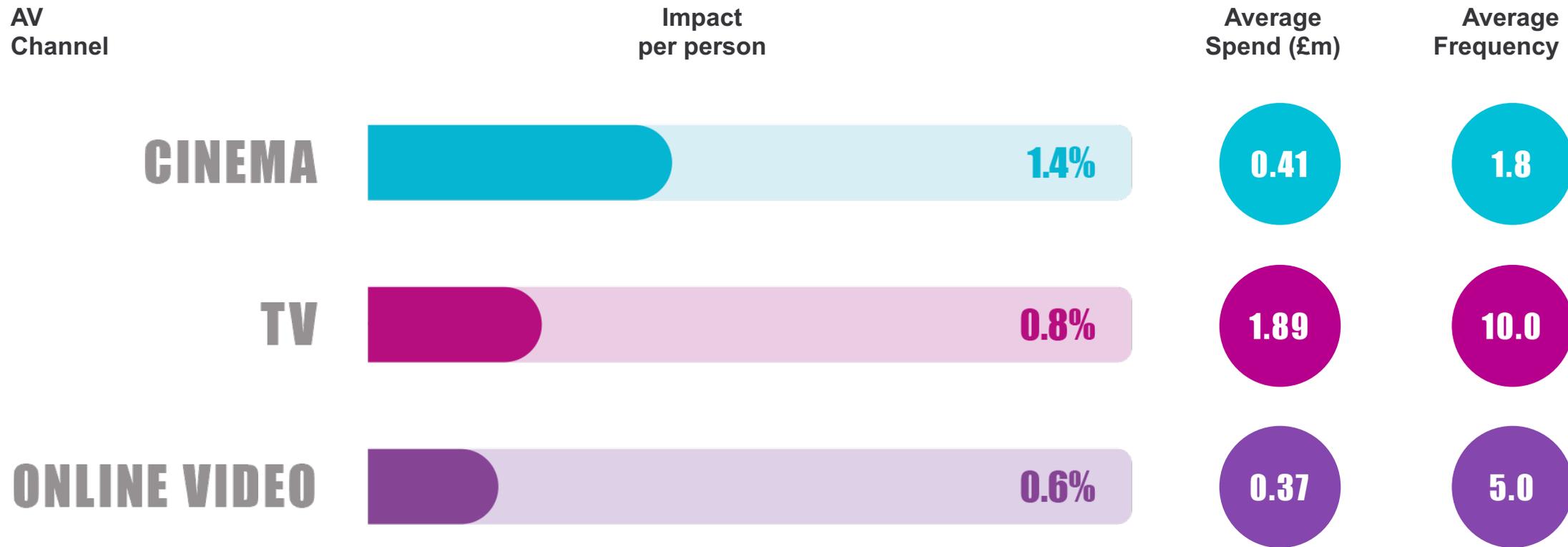
BrandZ Global Top 100 - 11-Year Value Change



BRAND DIFFERENCE

The engaging, comparatively clutter-free environment provided by cinema helps deliver strong impact on brand difference

AV Contribution to Brand Difference



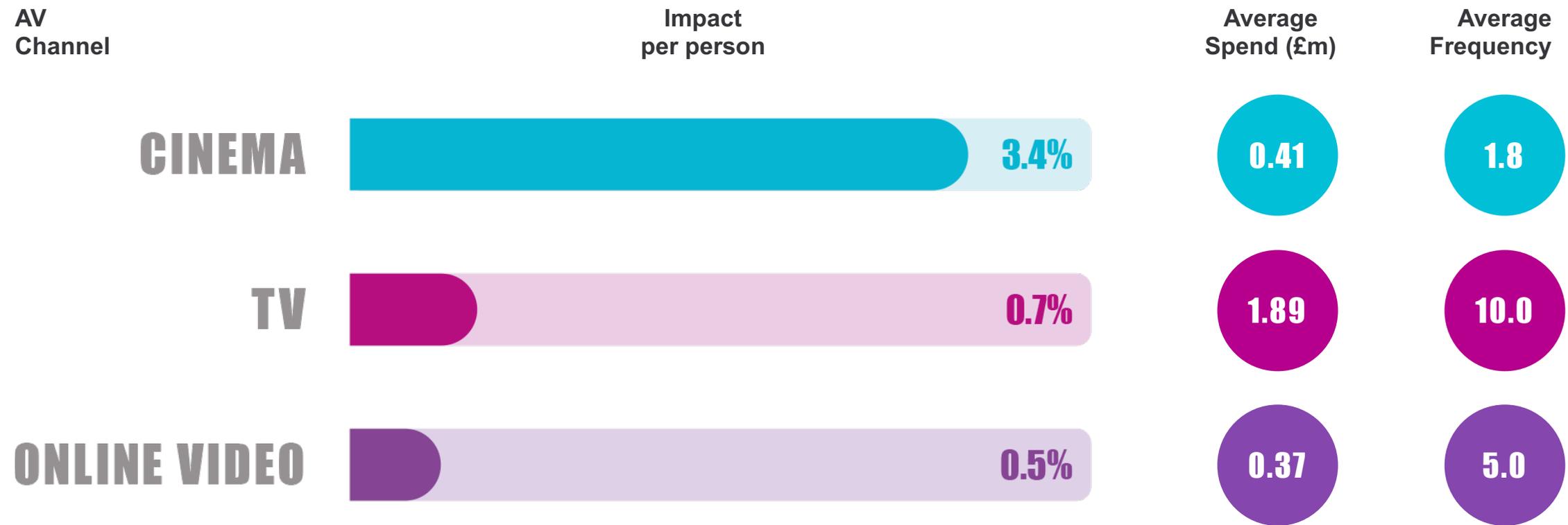
CINEMA TURNS AUDIENCES INTO CUSTOMERS



BRAND CONSIDERATION

Of the AV channels, cinema delivers the biggest impact per person reached on this crucial metric.

AV Contribution Brand Consideration



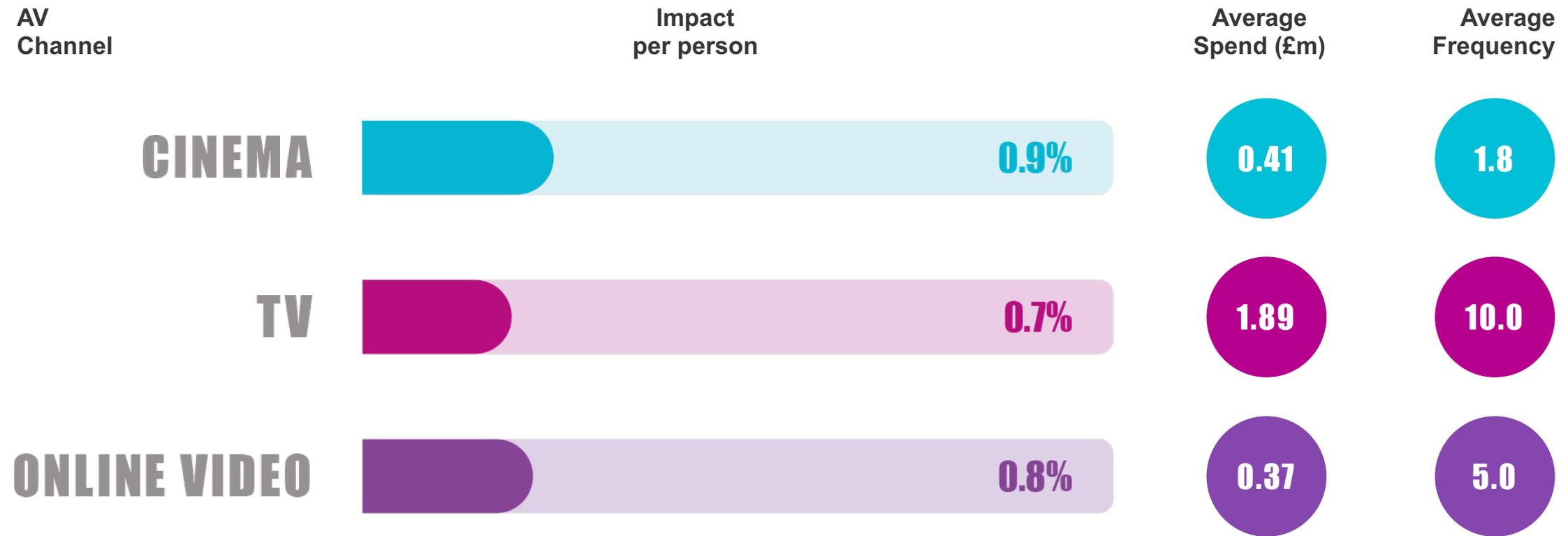
CINEMA WINS INFLUENTIAL FANS FOR BRANDS



BRAND RECOMMENDATION

All three AV channels can help brands drive recommendation all delivering average contributions of a similar level per person reached.

AV Contribution to Brand Recommendation



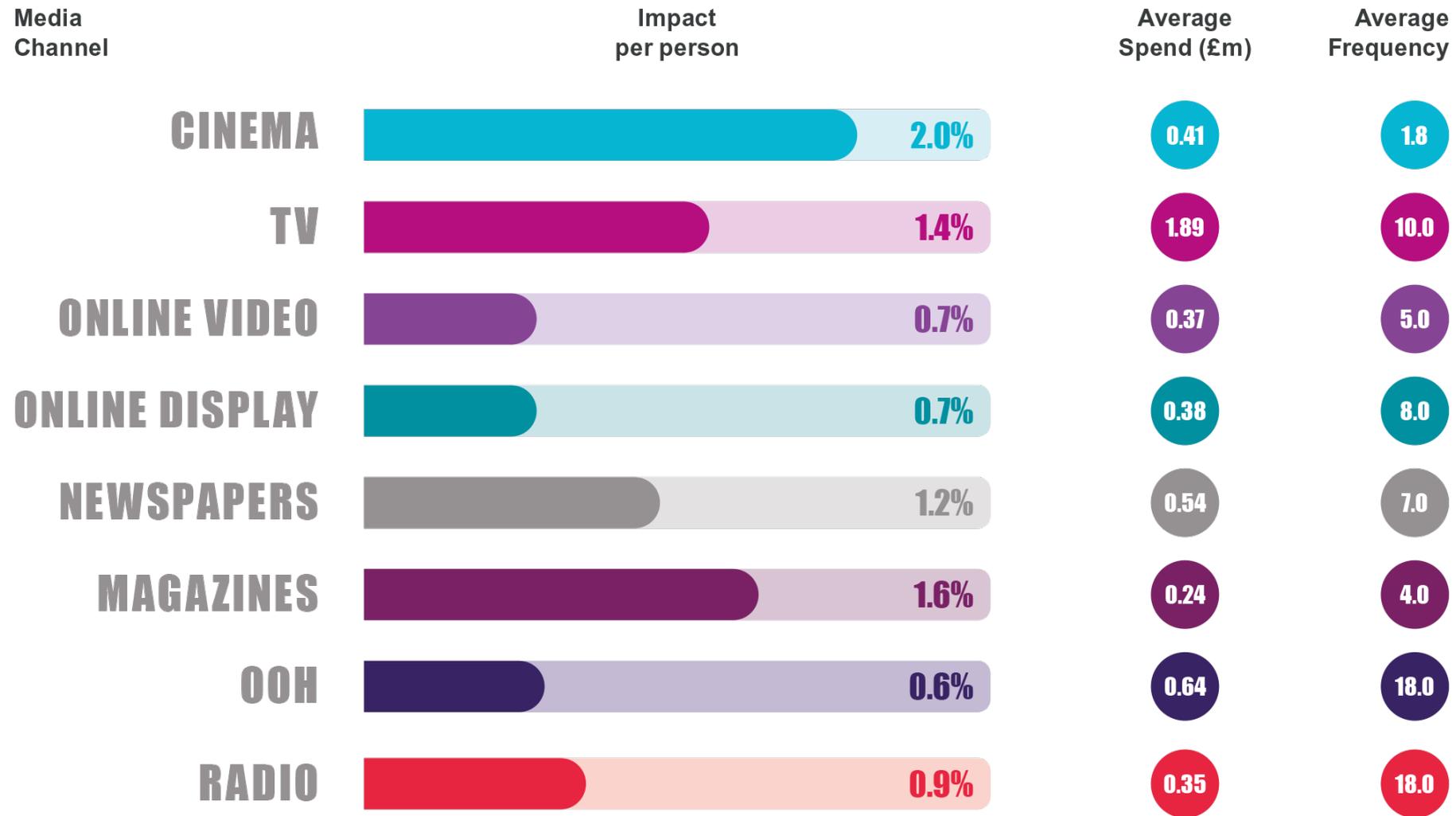


“BRACE FOR IMPACT”

CHESLEY SULLENBERGER, SULLY

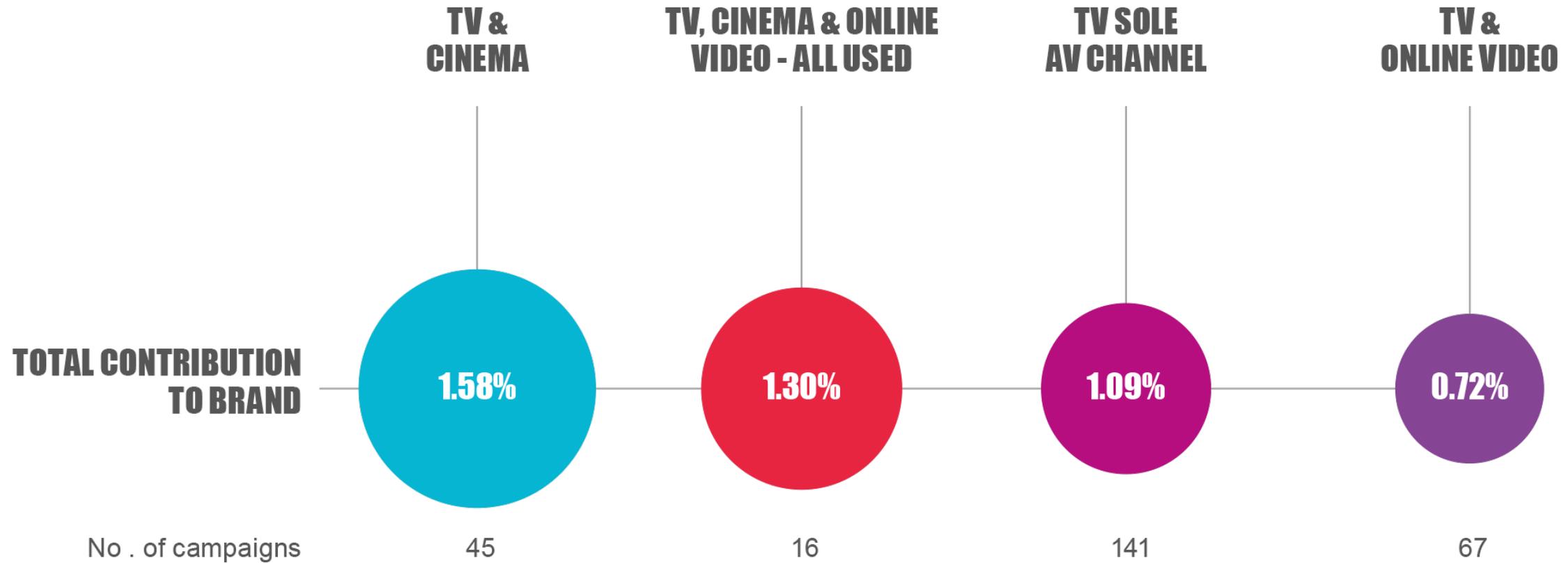
TOTAL BRAND KPI

Cinema, magazines and TV are the biggest contributors across the key brand-building pillars



THE IMPACT OF AV CHANNELS

Analysis demonstrates how adopting a multi-screen strategy that has cinema in the mix can have the greatest influence and contribution towards brand building metrics.



FIVE KEY TAKEAWAYS

**1. CINEMA MAKES
BRANDS
MEMORABLE**

**2. CINEMA CREATES
A BRAND
LOVE STORY**

**3. CINEMA MAKES
BRANDS FEEL
DIFFERENT**

**4. CINEMA TURNS
AUDIENCES INTO
CUSTOMERS**

**5. CINEMA WINS
INFLUENTIAL FANS
FOR BRANDS**

IMPLICATIONS

Cinema can deliver significant impact for brands and should be an essential part of the AV mix. These results can help inform the planning of your next campaign in three ways:

1

CINEMA SHOULD BE INCLUDED ON EVERY BRAND'S AV SCHEDULE

2

CINEMA SHOULD BE PLANNED AS 'APPOINTMENT TO VIEW' PROGRAMMING

3

MAXIMISE CINEMA CREATIVITY

THANK YOU