

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

VOLUME III

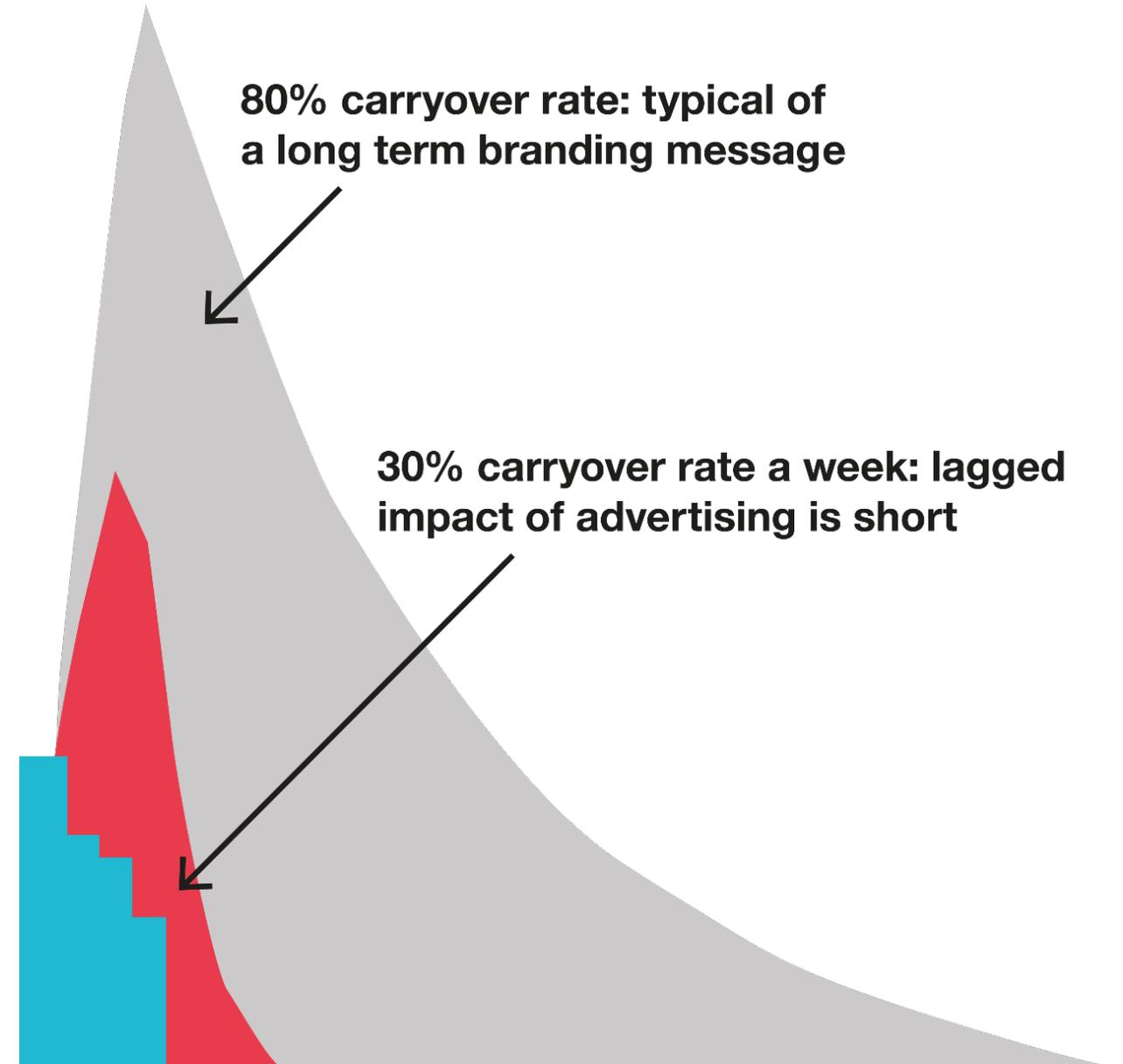
**PROVING CINEMA'S UNIQUE VALUE AS PART
OF ADVERTISERS' AV SCHEDULES**

UNDERSTANDING ADSTOCKS

A simple way of thinking about advertising adstock levels is that they essentially measure how memorable an exposure is and help brands understand what impact advertising on different channels has on sales over time.

The higher the adstock level, the longer the media's effect on sales will be – and ultimately this can greatly influence the total return delivered by each channel.

For example, if a channel's adstock level is 75% this means that sales will on average retain by 75% each week after launch. So, if the channel helped drive 100 sales in the first week, it would drive 75 in its second week, 56 in its third week, 42 in its fourth and so on.

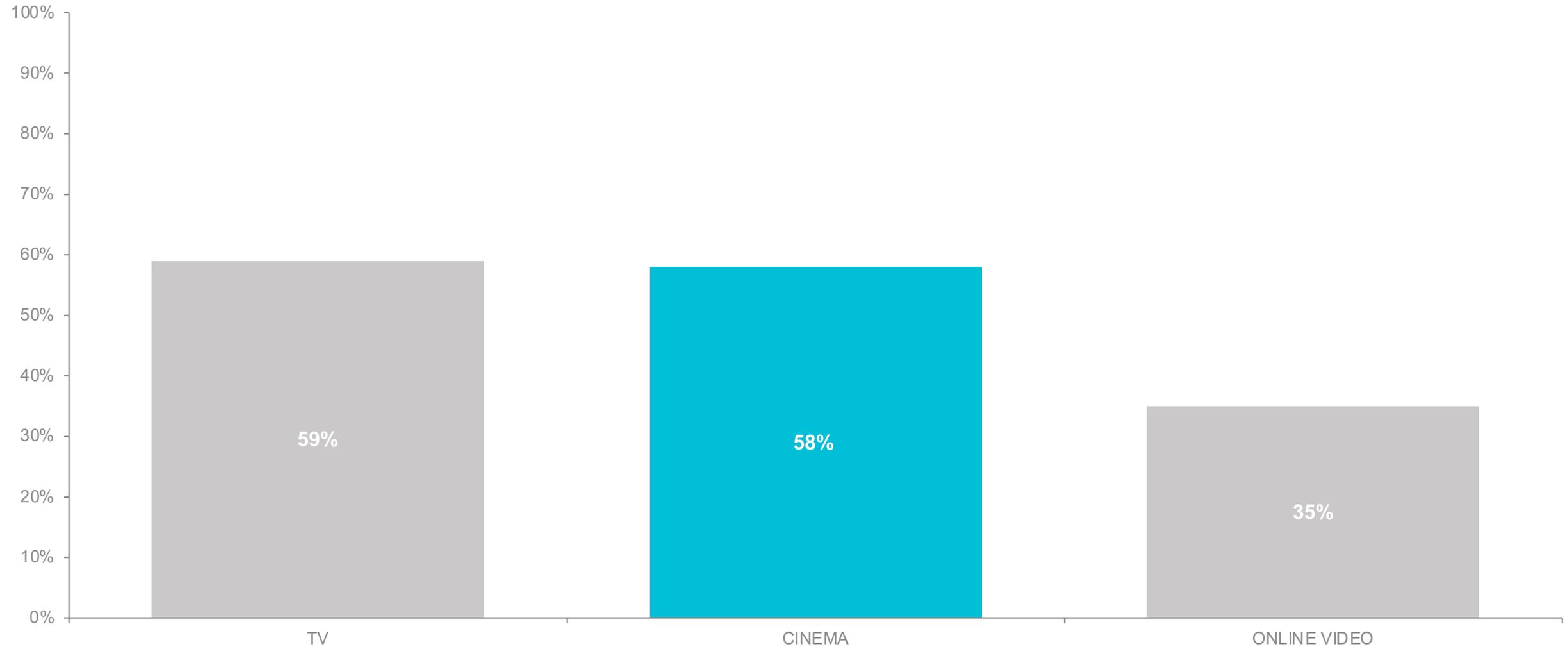




RETAIL

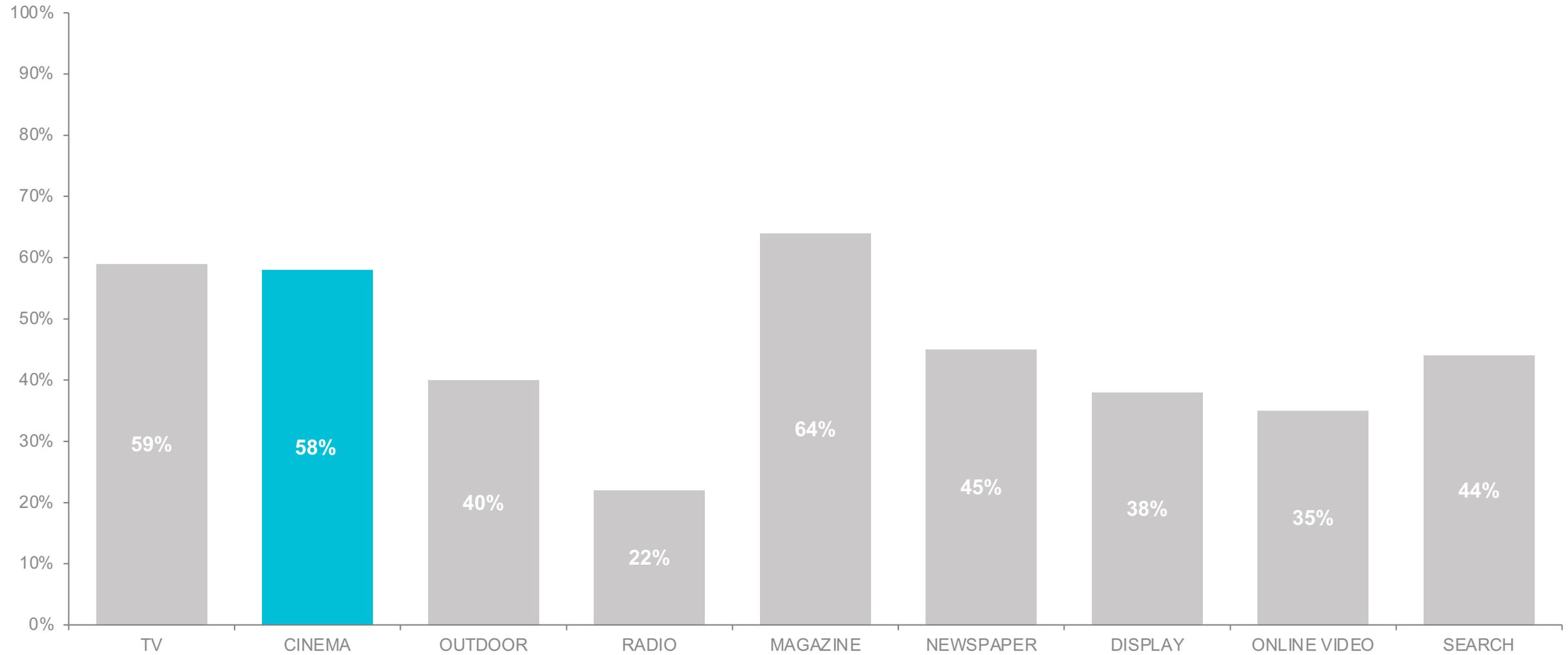
RETAIL – AV ADSTOCK LEVELS

Cinema and TV deliver longer term memorability for grocery retailers compared to online video/VOD



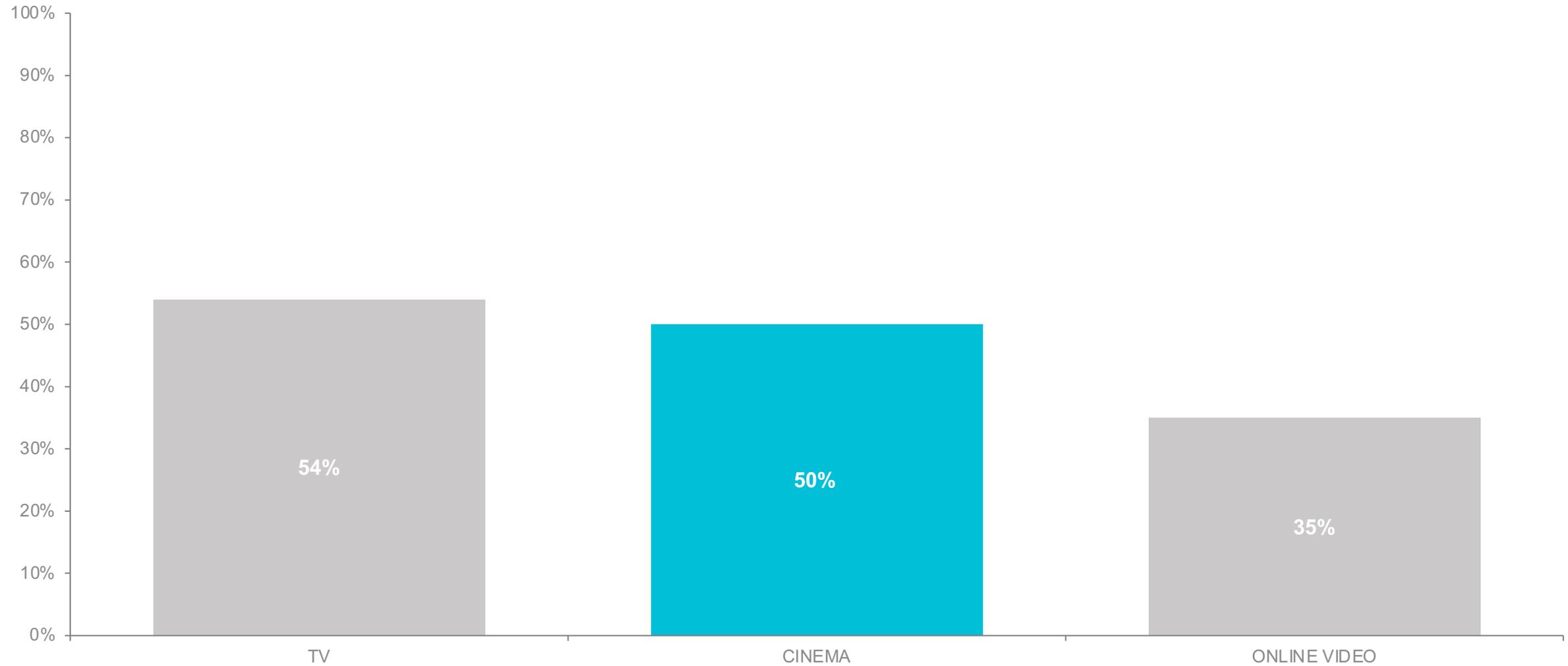
RETAIL – ADSTOCK LEVELS

Cinema, magazines and TV deliver the highest carry over rates for retailers



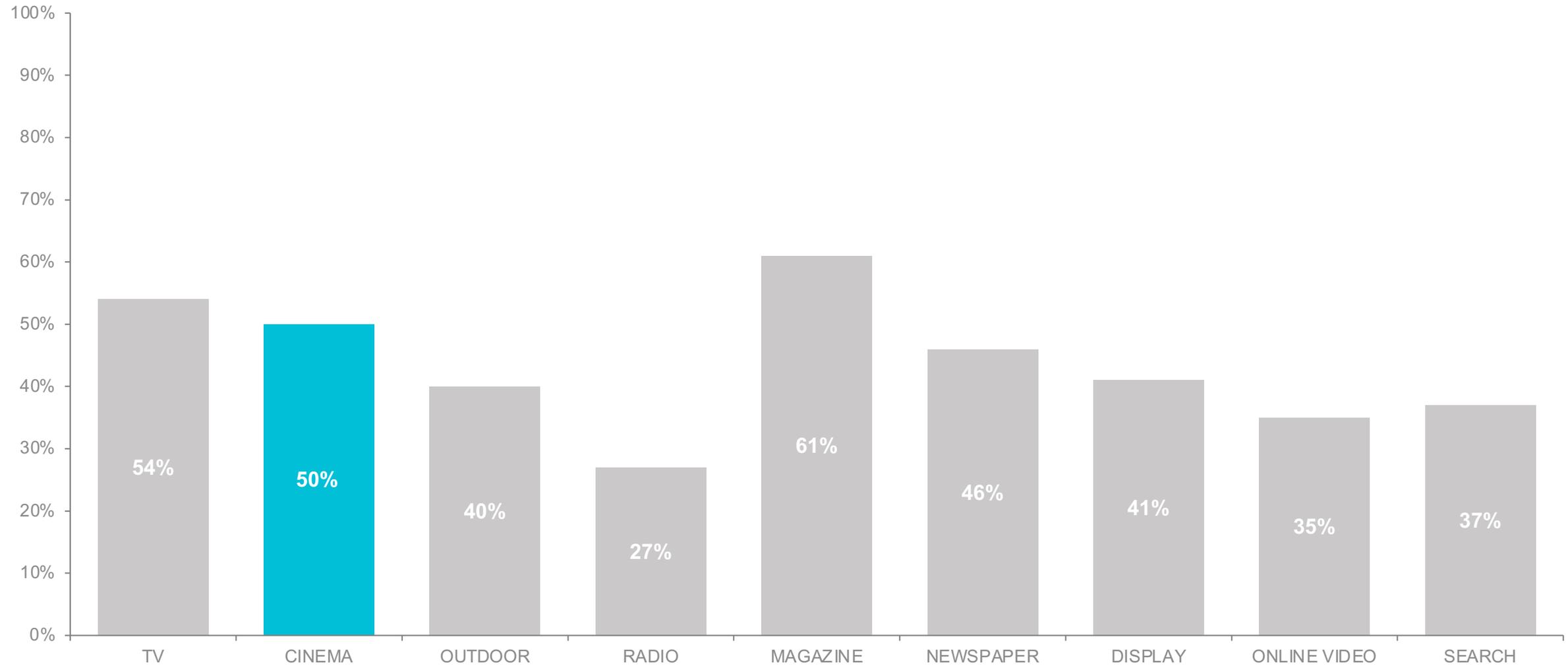
GROCERY RETAIL – AV ADSTOCK LEVELS

Cinema and TV deliver higher carryover rate for grocery retailers compared to online video/VOD



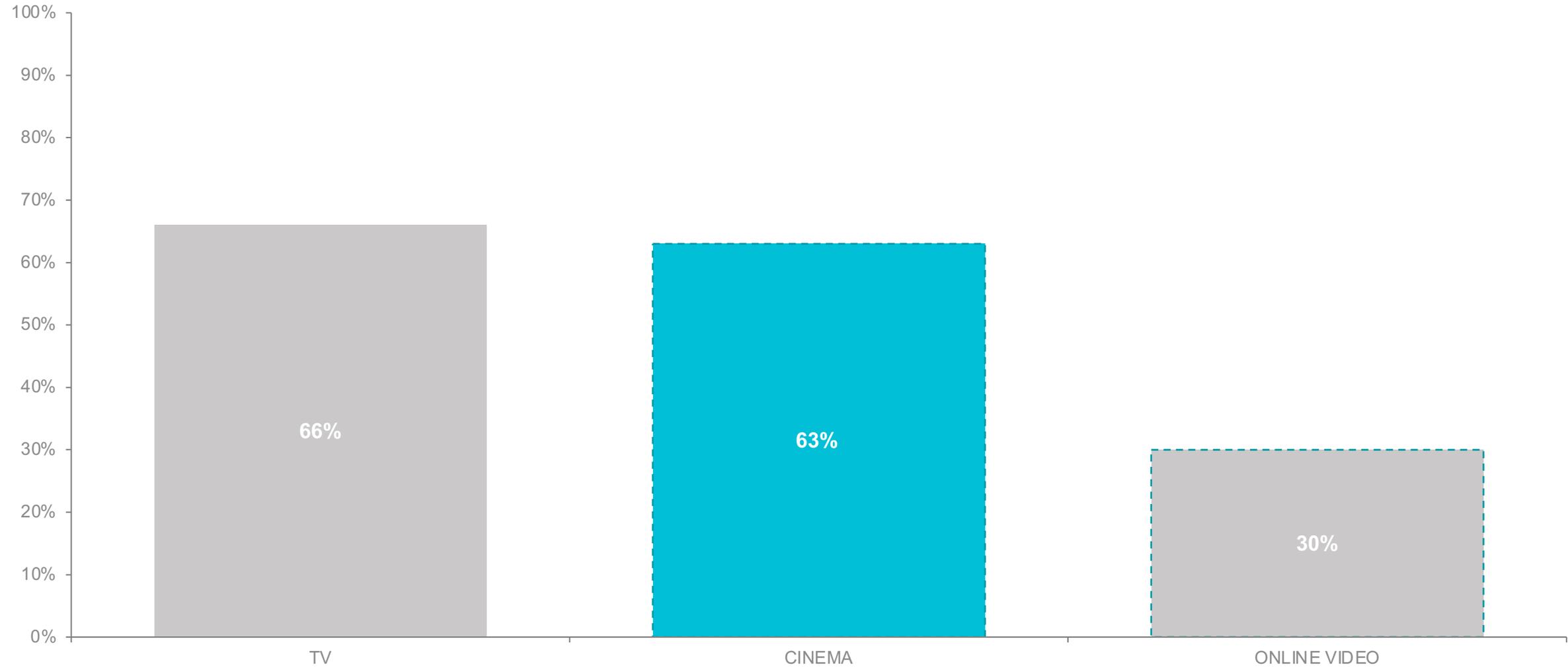
GROCERY RETAIL – ADSTOCK LEVELS

Cinema, magazines and TV deliver the best adstock levels for grocery retailers



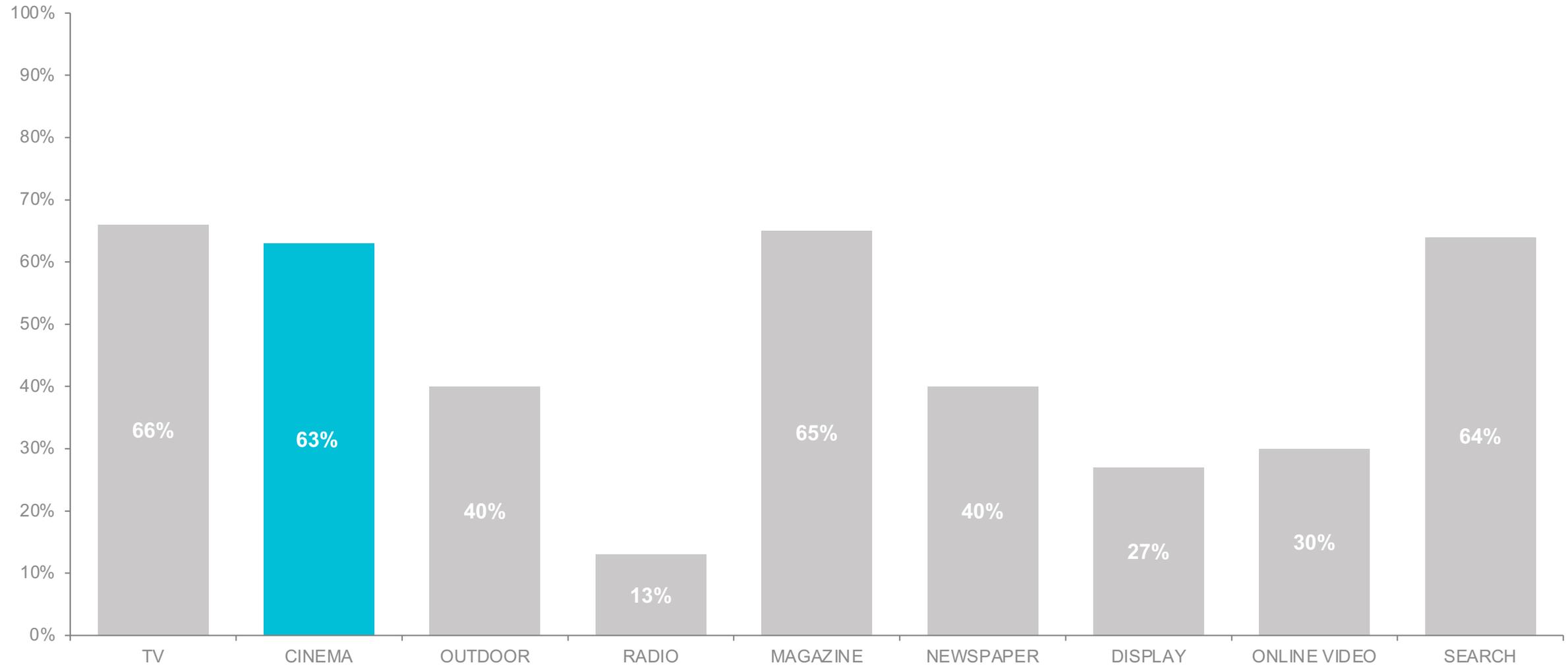
NON-GROCERY RETAIL – AV ADSTOCK LEVELS

TV and cinema deliver longer term memorability for non-grocery retailers compared to online video



NON-GROCERY RETAIL – ADSTOCK LEVELS

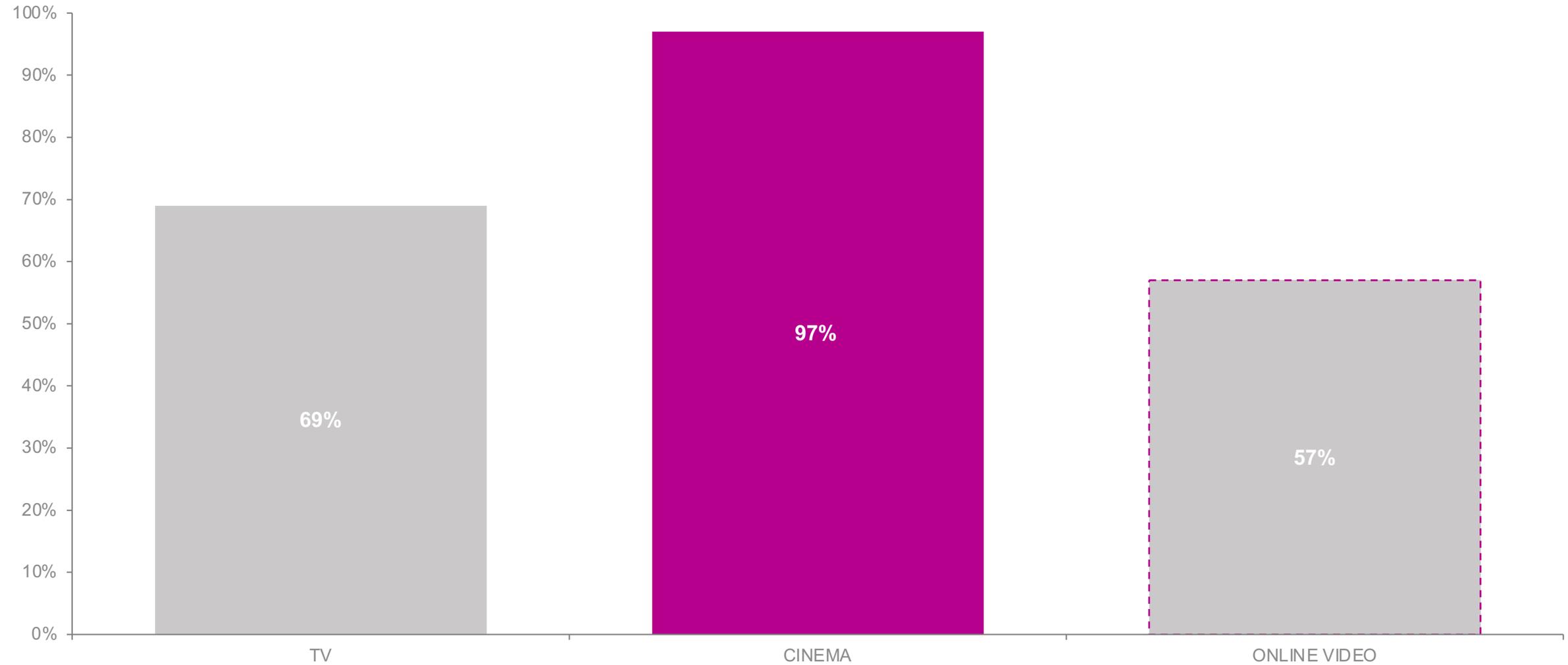
High adstocks levels for TV, cinema, magazines and search for non-grocery retail advertisers



TRAVEL & TRANSPORT

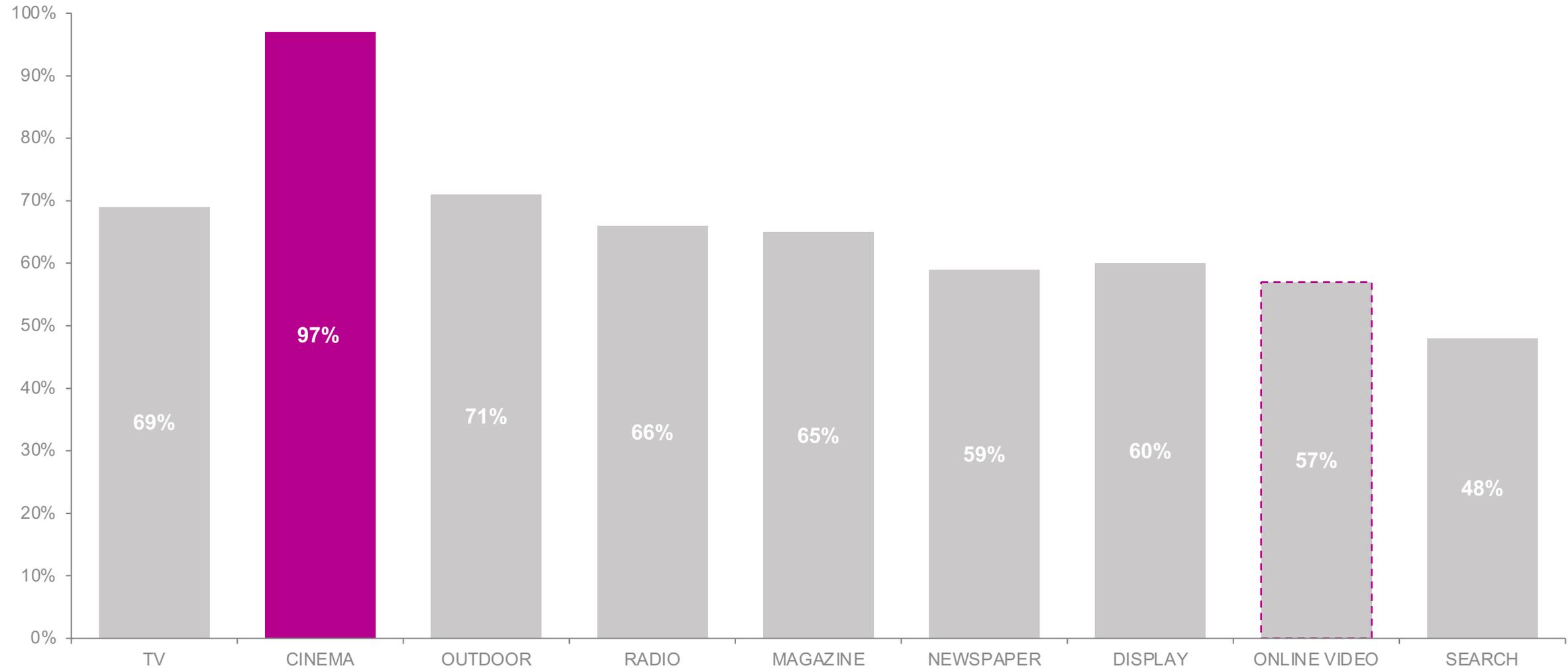
TRAVEL & TRANSPORT – AV ADSTOCK LEVELS

Cinema delivers a longer-lasting effect on sales for travel and transport brands compared to TV and online video



TRAVEL & TRANSPORT – ADSTOCK LEVELS

Cinema delivers the strongest adstock levels for travel and transport advertisers

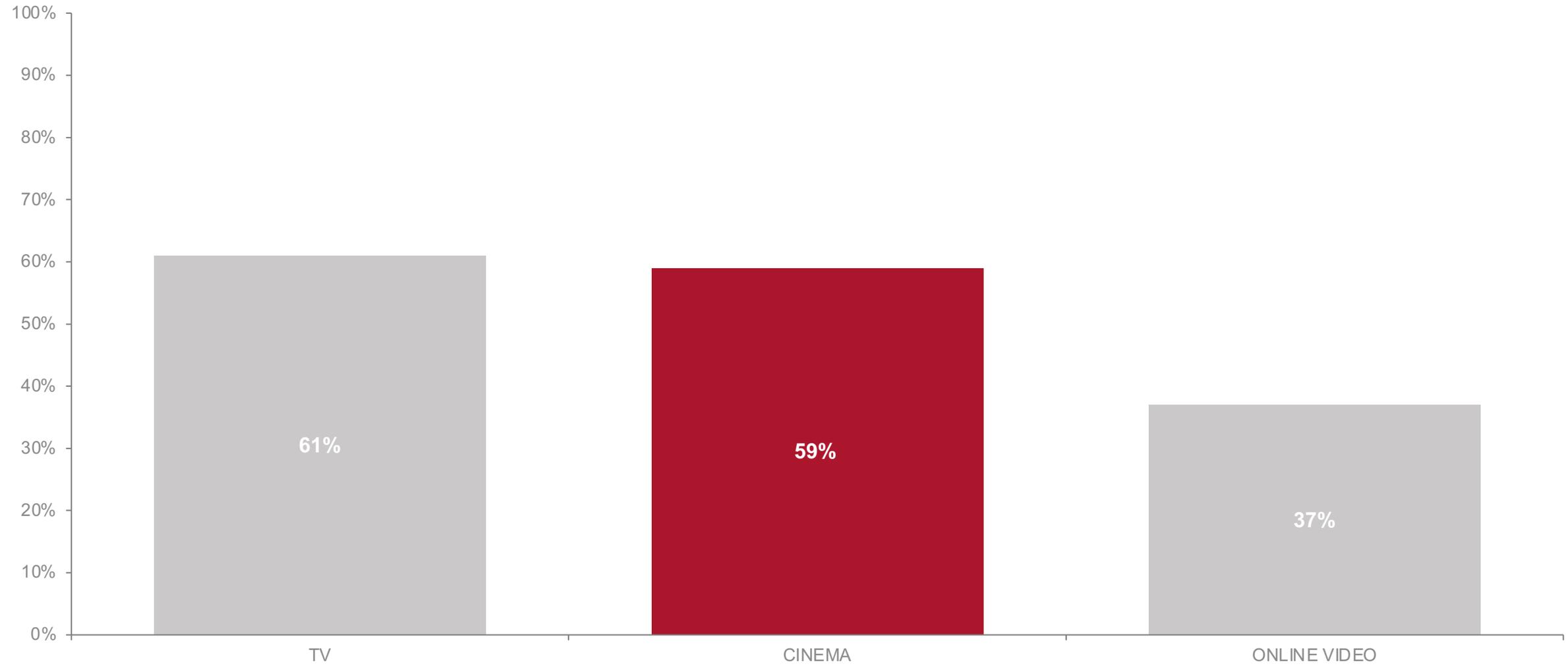




TELECOMS

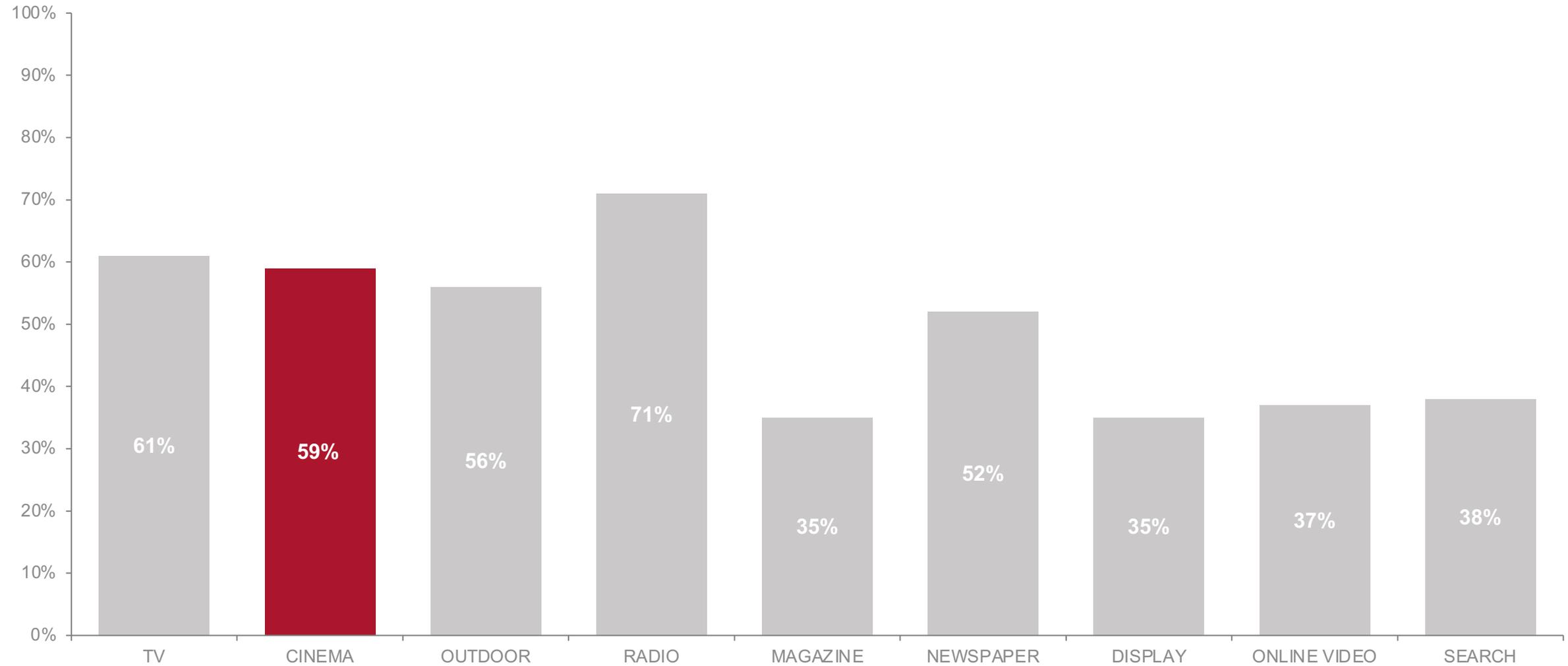
TELECOMS – AV ADSTOCK LEVELS

TV and cinema deliver longer lasting effect on sales for telecoms brands compared to online video



TELECOMS – ADSTOCK LEVELS

Radio, TV and cinema deliver the best longevity of message for telecoms advertisers

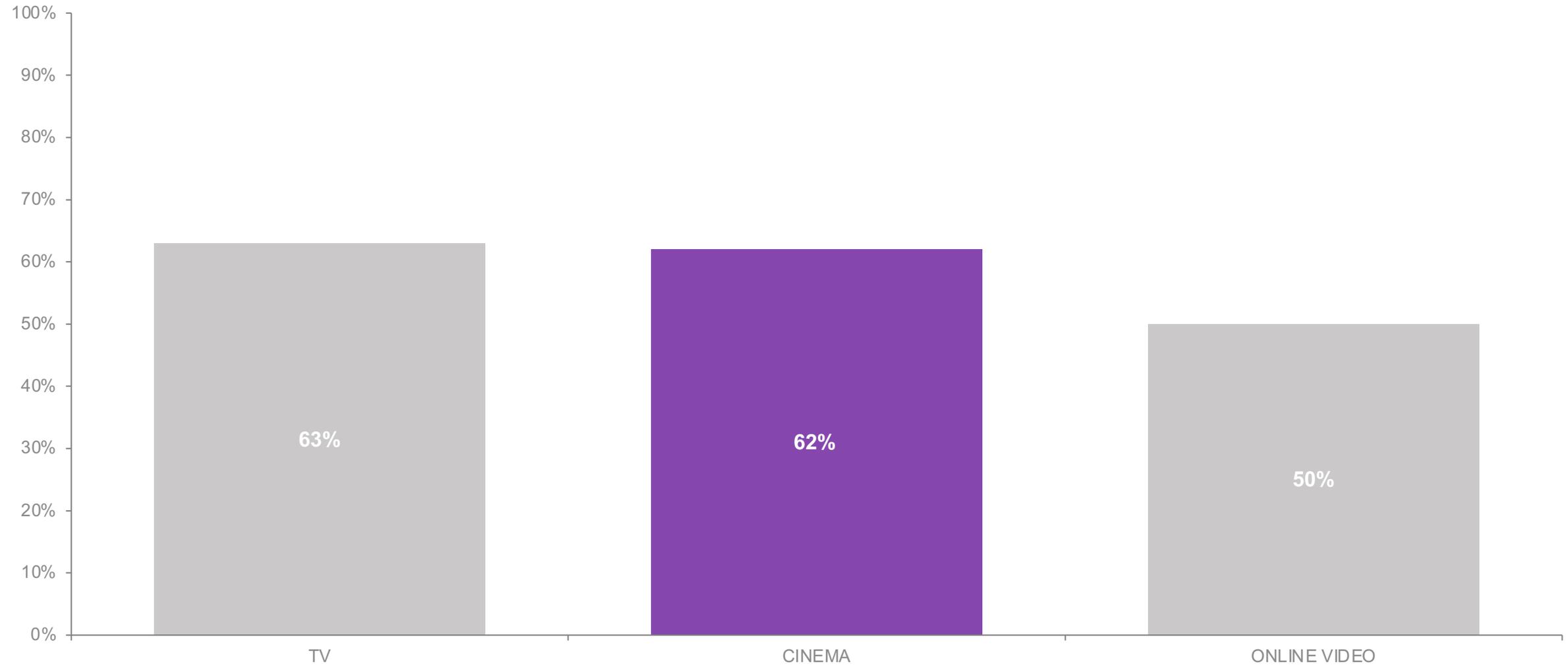


A purple-tinted background image showing the Avengers team running towards the viewer. Captain America is in the center, holding his shield. Other team members like Iron Man, Thor, and Hulk are visible in the background. The text 'ALL SERVICES' is overlaid in large white letters.

ALL SERVICES

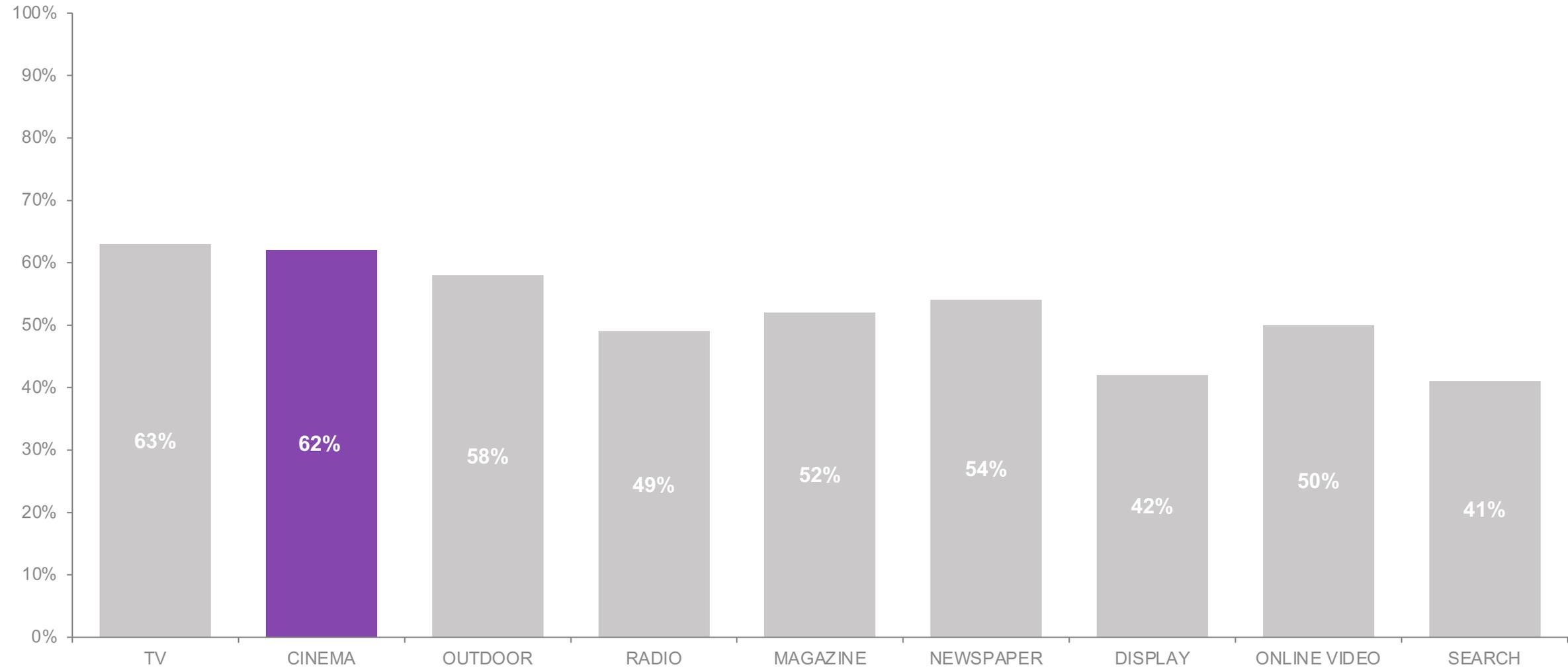
ALL SERVICES – AV ADSTOCK LEVELS

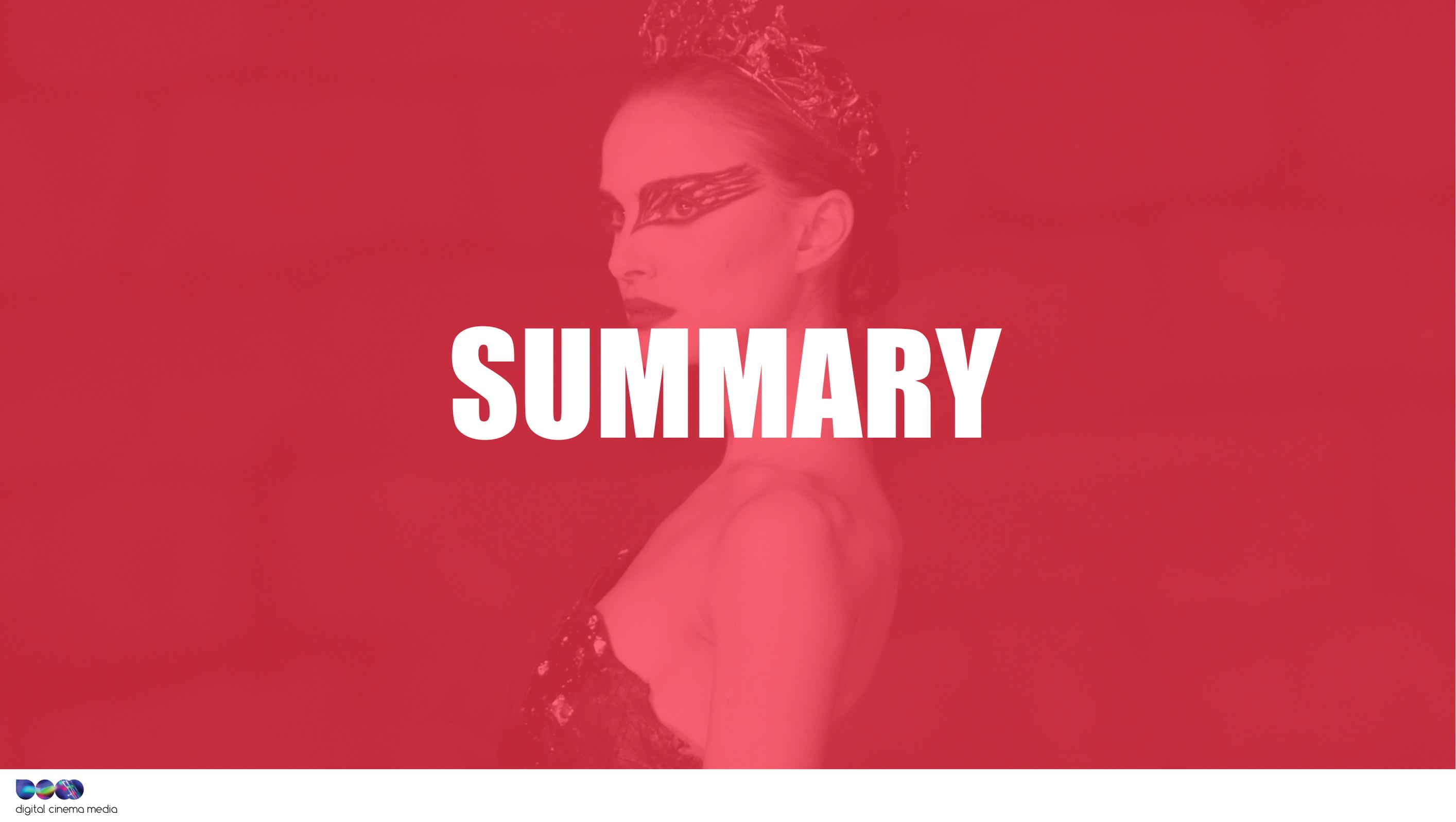
TV and cinema deliver longer term memorability for services advertisers compared to online video



ALL SERVICES – ADSTOCK LEVELS

TV and cinema deliver the best adstock levels for services advertisers





SUMMARY

MAXIMISING AV MEMORABILITY

How can brands maximise how memorable their AV campaigns and drive longer-lasting effects on sales?
Benchmarking recommend considering the following factors for your next AV campaign.

1. MAXIMISE CREATIVE OPPORTUNITY

To prolong the impact of your AV advertising, the creative needs to stick in the mind of the audience so that when the time comes for the audience to enter a purchasing mind-set your brand remains front and centre.

From a cinema perspective, capitalise on what is arguably the most immersive creative experience on offer. This could be through longer-form creative or bespoke copy that's designed specifically for the big screen & technology to help elevate the memorability of the campaign.

2. EMOTIONAL ADVERTISING CAN BE KEY

The role of emotion is often central to delivering stronger adstock levels for campaigns. While rational price led messaging will tend to dominate short-term effects, evoking an emotional reaction from the audience can be key to delivering longer-term effects.

Cinema can play a valuable role here for brands by maximising the emotional impact of the creative. IPA research demonstrates that when brands appeal to customers' emotions this can have the biggest influence on factors including loyalty and price perception.

3. STRIKE THE RIGHT BALANCE IN MESSAGING

Adstock rates for brand activity are often found to be significantly higher than those found for promotional/ tactical activity – in part due to brand activity proving to be more emotionally led and memorable than price-led rational messaging.

It's therefore crucial for brands to strike the right balance between brand and tactical activity. While the latter will help drive short-term sales, emotional led brand activity is crucial for long-term growth