

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

VOLUME III

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



**“TRY TO KEEP AN
OPEN MIND”**

CHRISTIAN GREY, FIFTY SHADES OF GREY

KANTAR AD REACTION STUDY

Investigating how different generations engage with different advertising formats

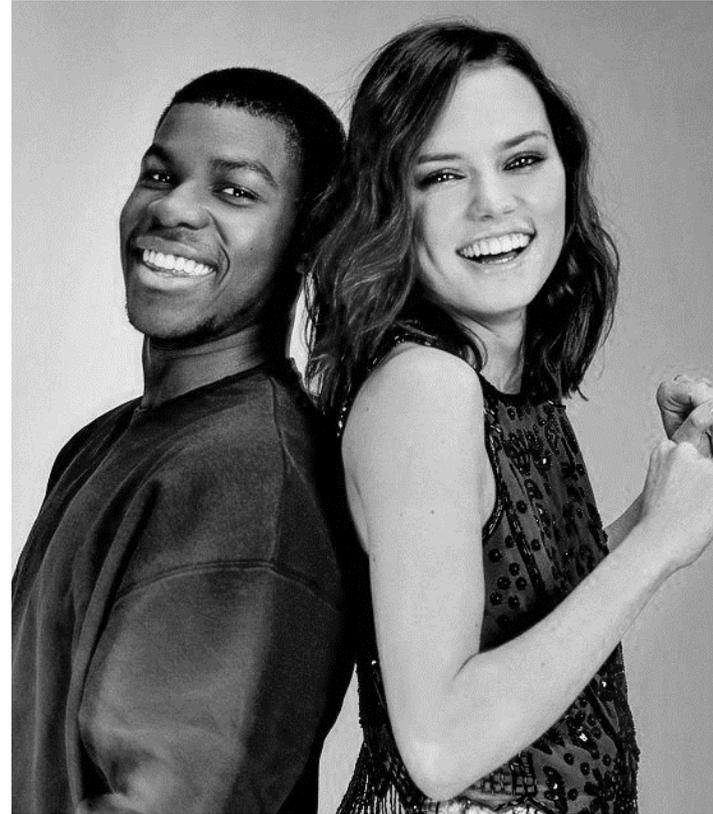
Gen Z

16-19 year olds



Gen Y

20-34 year olds



Gen X

35-49 year olds

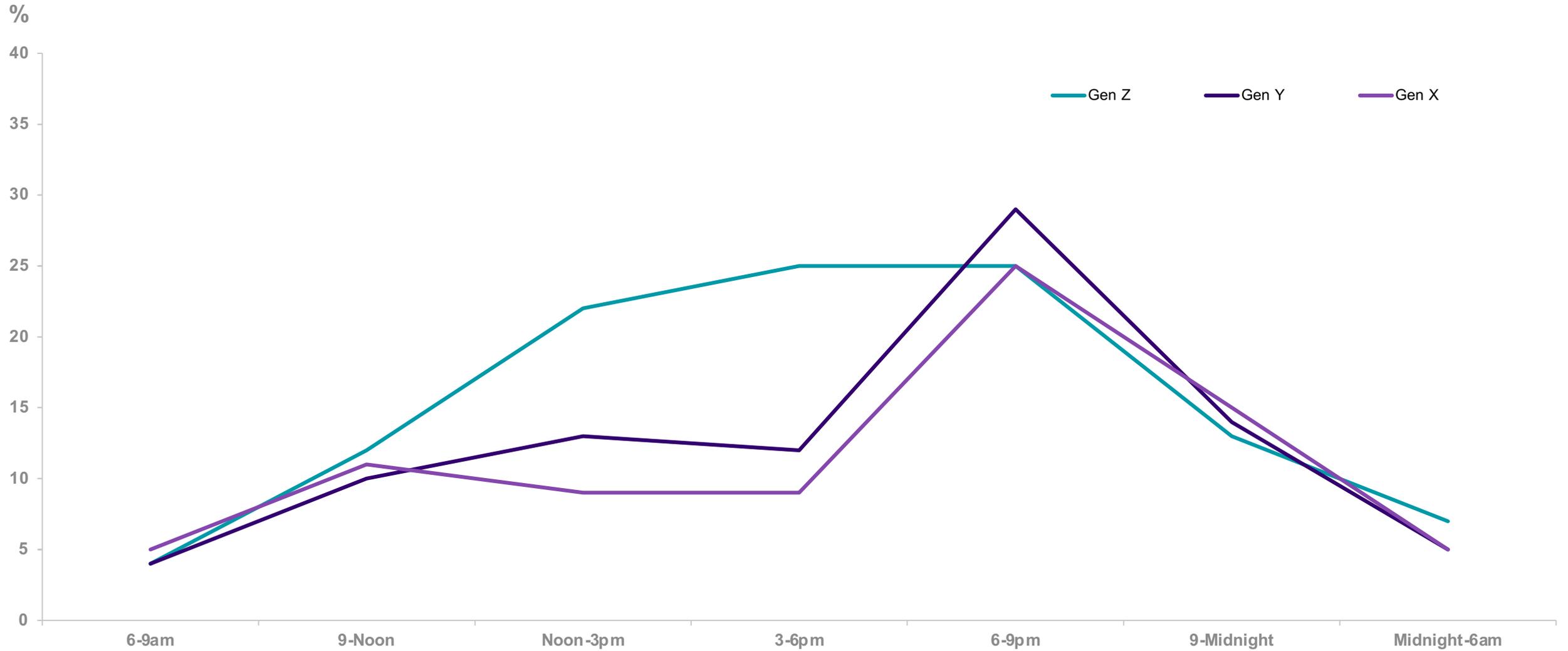


RECEPTIVENESS = ACCEPTANCE OF/POSITIVITY TOWARDS ADVERTISING

WHAT MAKES THE GENERATIONS MORE OPEN TO ADS?

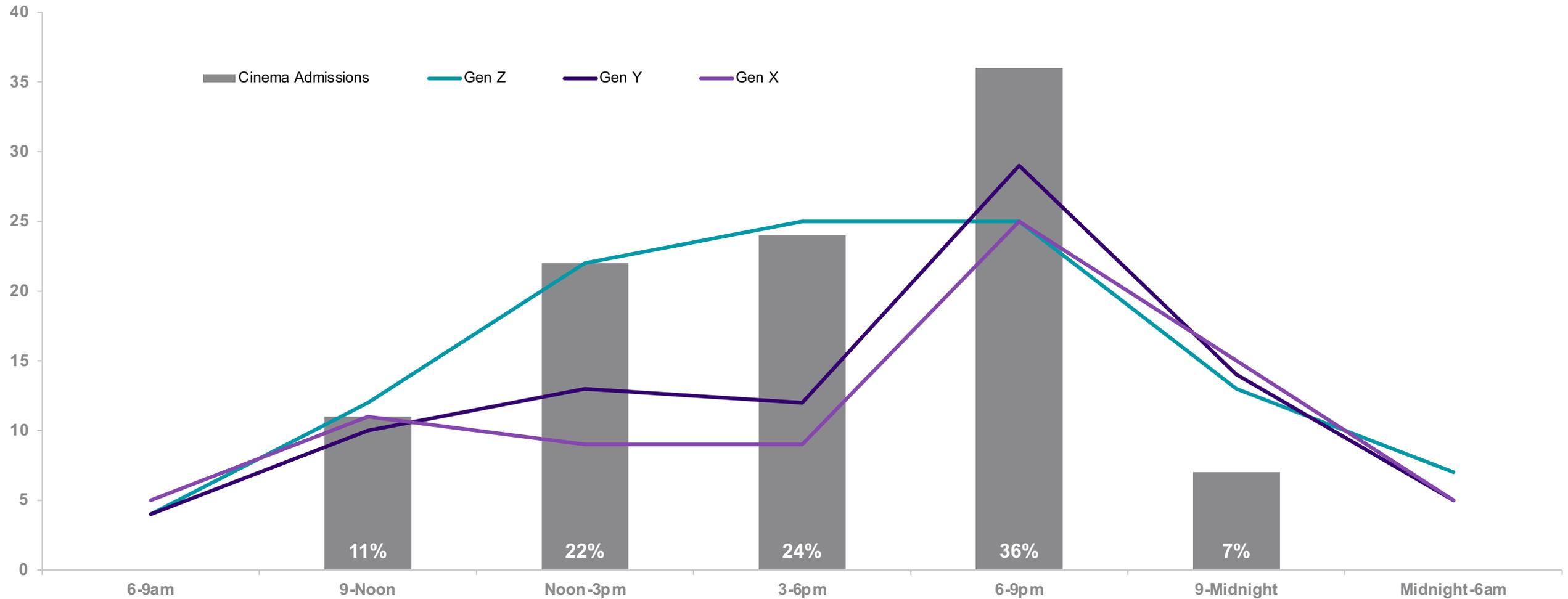
PEOPLE ARE MOST RECEPTIVE IN THE EVENING

Positivity towards advertising peaks for all three generations in the evening



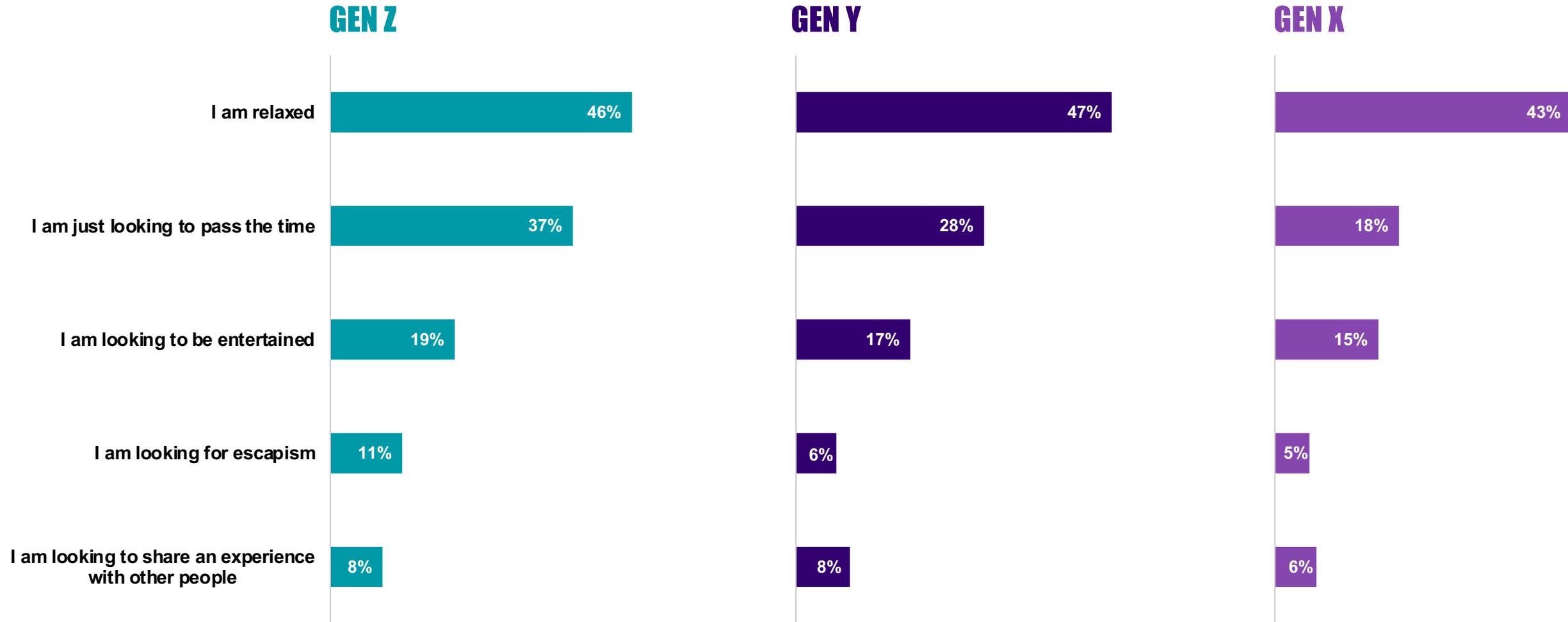
ADMISSIONS PEAK WHEN PEOPLE ARE MOST RECEPTIVE

Cinema admissions peak when all three generations are most receptive to advertising



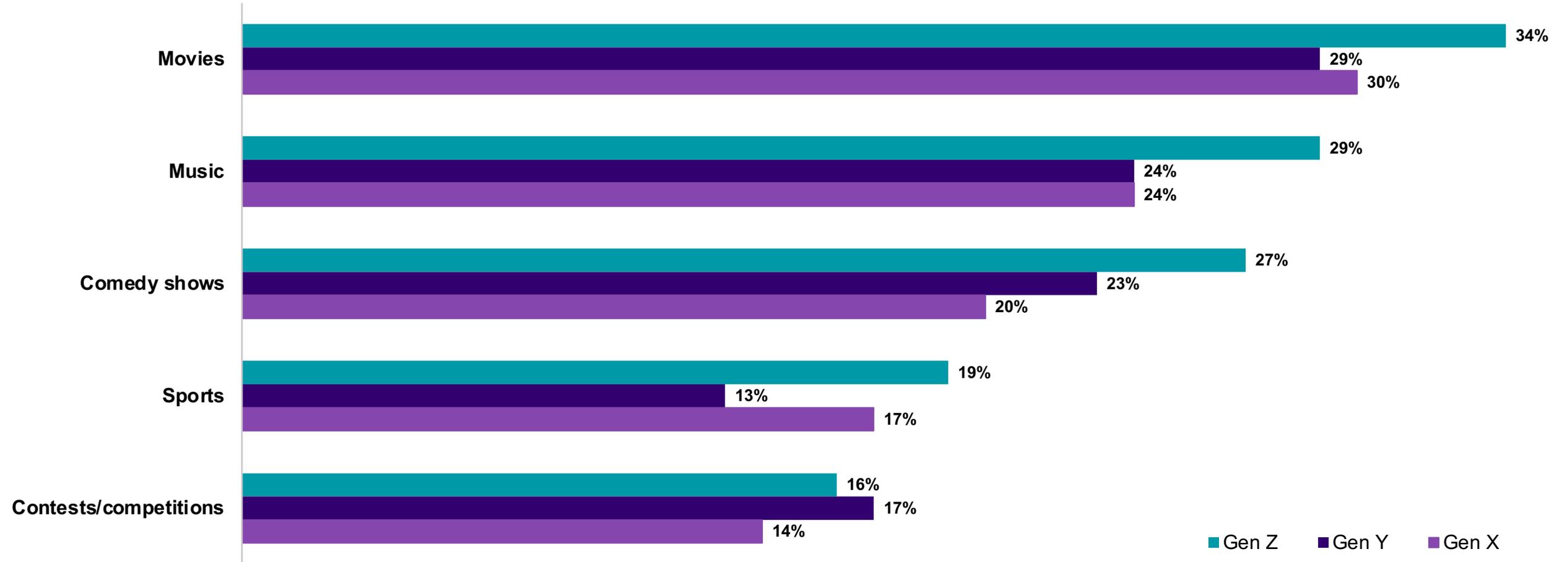
RECEPTIVITY BY MOOD

Gen X, Y & Z are most receptive when they're in a relaxed state but are also open to messaging when they're looking to escape or be entertained



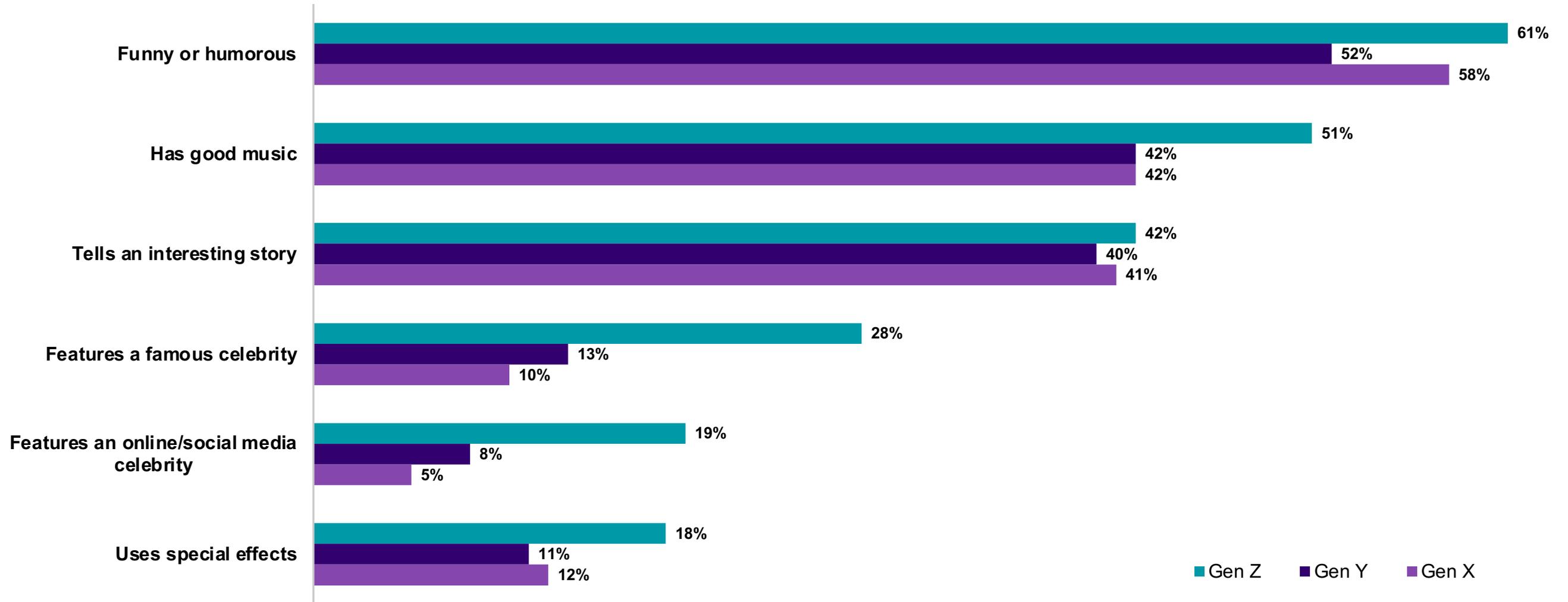
RECEPTIVITY BY CONTENT TYPE

Movies, music and comedy contexts help improve receptivity towards advertising messaging



RECEPTIVITY BY CONTENT TYPE

Humour, music and interesting stories are the main creative enhancers that will aid ad engagement



■ Gen Z ■ Gen Y ■ Gen X

**WHAT MAKES THE GENERATIONS
THINK OF DIFFERENT AD FORMATS?**

ALL GENERATIONS ARE RECEPTIVE TO CINEMA ADS

Cinema ads are the advertising format that both Gen Z & Gen Y are most positive towards

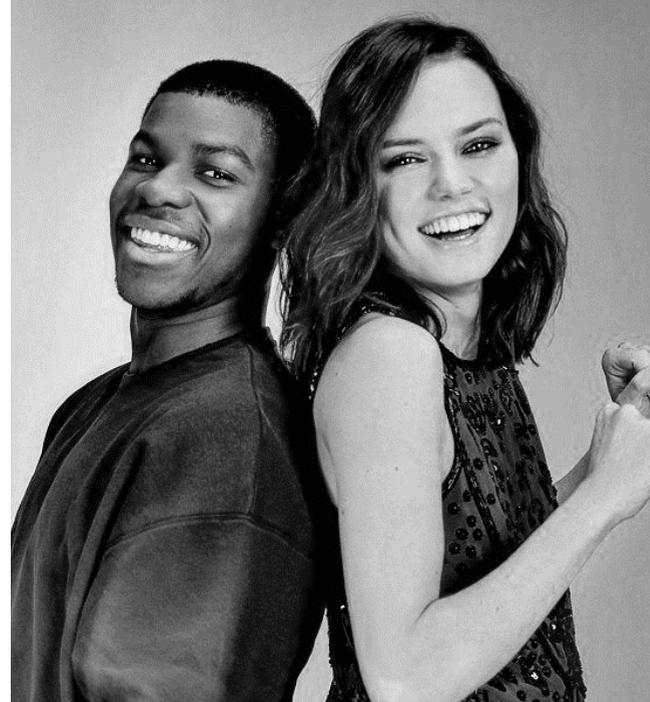
Gen Z

16-19 year olds



Gen Y

20-34 year olds



Gen X

35-49 year olds



Cinema ads	44%	34%	31%
TV ads	14%	23%	33%
Video ads (laptop/PC)	-24%	-20%	-33%
Video ads (mobile)	-26%	-26%	-33%

CONTROL OVER ONLINE VIDEO FORMATS IS KEY

Gen Z are more positive towards these forms of advertising – but control over them is essential for receptiveness

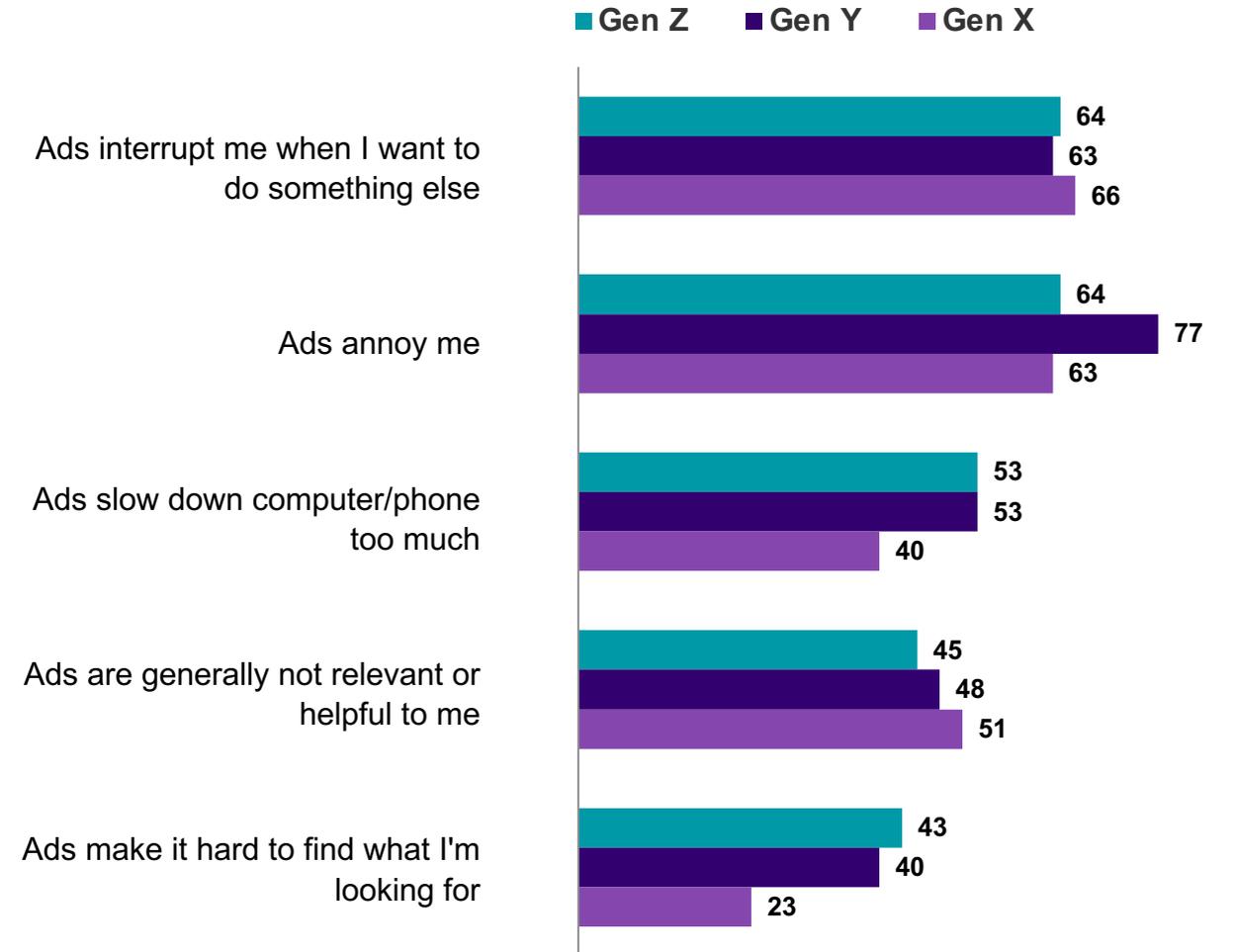
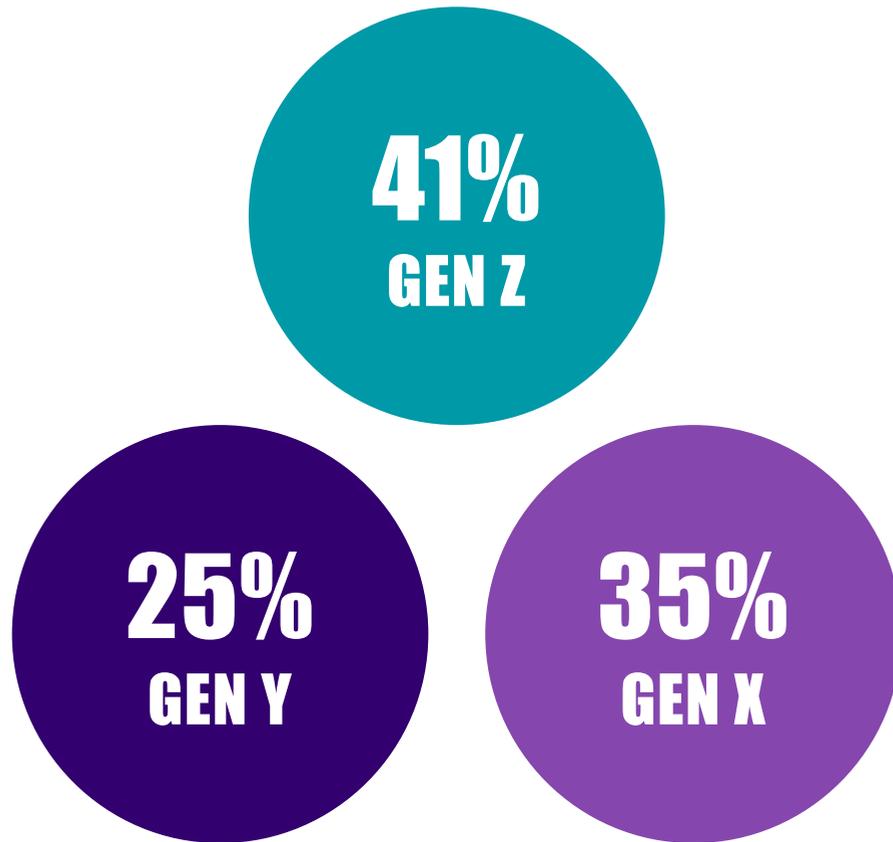
Net positive %	Gen Z 16-19 year olds	Gen Y 20-34 year olds	Gen X 35-49 year olds
Mobile app reward	36%	21%	11%
Skippable pre-roll	24%	11%	-8%
Skippable vertical video	19%	8%	-13%
Social click-to-play	18%	3%	-10%
In banner auto-play	-31%	-29%	-43%
Pre-roll	-38%	-40%	-47%
Mobile app pop-up	-42%	-40%	-50%

AD AVOIDANCE

DIGITAL AD AVOIDANCE

Interruption and annoyance are key drivers for ad blocking across the generations

% Installed an ad-blocker plug-in



BRANDED CONTENT

ATTITUDES TOWARD BRANDED CONTENT FORMATS

Gens are most receptive to branded content that offers something back – and celebs can help engage Gen Z too

Net positive %	Gen Z 16-19 year olds	Gen Y 20-34 year olds	Gen X 35-49 year olds
Tutorials	47%	39%	35%
Expert reviews	40%	29%	30%
Shopping content	40%	26%	16%
Branded events	39%	25%	12%
Sponsored events	38%	24%	15%
Social media celebrity content	35%	-3%	-20%
Celebrity content	27%	-2%	-18%

SUMMARY

KEY INSIGHTS

Cinema remains key for advertisers wishing to reach audiences in their most receptive mindset

Cinema provides an entertaining, relaxing experience and receptivity to advertising peaks during prime cinema hours



- Much less receptive to TV advertising compared to the older generations
- More positive towards different forms of branded content
- 41% have installed an ad blocker to regain control of their online experience – clear preference for ad formats that allow control (reward, skip, click to play) over the more intrusive formats (auto-play, pre-roll and pop-ups)



- A relaxed state of mind is most important for this gen to be receptive to advertising and this drives their receptiveness peak at 6-9pm.



- Compared to the two younger gens, far more receptive to TV advertising
- Most negative towards online video and mobile display advertising formats
- Far less receptive to advertising featuring celebrity endorsements than younger gens

THANK YOU