

BUILDING BOX OFFICE BRANDS: VOLUME II KEY FINDINGS

Building Box Office Brands:
Volume II continues to explore the role of Cinema in today's cross-media landscape.

Drawing on the combined learnings of 228 Millward Brown CrossMedia European case studies, with almost half from the UK, it provides the latest insight on how each medium performs against five key brand-building metrics that drive brand value and sales growth. Results reveal another strong performance for cinema, delivering unbeatable contributions per person reached across four of the five metrics. For Volume II.

Digital Cinema Media (DCM) has also partnered with the highly respected econometrics consultancy, Benchmarking, to understand how cinema delivers return on investment for advertisers.

1. CINEMA MAKES BRANDS MEMORABLE

Achieving strong salience (awareness) is crucial for brands to ensure they are top of mind when consumers come to make decisions. Cinema, TV and magazines are the best contributors to awareness per person reached. While TV has the benefit of frequency, the results highlight the real value in the quality of exposure. Exposure to the ad on the big screen when the audience is undistracted and engaged helps drives the strongest impact per person reached.

4. CINEMA TURNS AUDIENCES INTO CUSTOMERS

Consideration is one of the most crucial steps on the path to purchase. After all, someone can be aware of your brand and still not buy it. Cinema is the most successful medium at driving consideration for brands, with a contribution per person reached almost twice as much as magazines, the next best-performing channel. Cinema is able to offer brands an upmarket, affluent audience in an engaged environment that can help drive consideration further.

2. CINEMA CREATES A BRAND LOVE STORY

Love is an important ingredient for brands who are looking to grow – when there is often little separating products in a functional sense, a brand that is more lovable is more likely to be chosen. AV channels dominate when brands are looking to make audiences fall in love, with Cinema, TV and Online Video delivering the strongest contributions. The big screen remains the best place for brands to tell their stories, emotionally engage audiences and grow affinity.

5. CINEMA WINS INFLUENTIAL FANS FOR BRANDS

Word of mouth is one of the most influential touchpoints in the consumer decision-making process. Consumers are placing increasing value on recommendations from peers and trusted sources. Magazines and cinema provide brands with the biggest contribution to recommendation per person reached. Tapping into the socially-savvy cinema audience is a great way of generating talkability and buzz around a brand.

3. CINEMA GENERATES BRAND DIFFERENCE

Being perceived as unique or setting trends is key to help brands stand out, attract new customers and command better loyalty. Cinema is the number one place to create brand difference, delivering the biggest contribution per person reached. The engaging, comparatively clutter free environment that cinema provides is the perfect blank canvas for brands. It allows them the creative freedom to tell their brand stories, establish a sense of trust and achieve stand out.

6. CINEMA DELIVERS RETURN ON INVESTMENT

Cinema's impact drives significant revenue return on investment (RROI) and advertisers should be making more use of the big screen in their campaigns. Food FMCG, Telecoms, Travel & Transport and All Services advertisers are currently underinvesting in cinema and by raising their cinema spend to optimal levels they would see an increase in their overall campaign RROI.