

Background

- BT was launching the UK's first range of flexible TV packages that would offer customers the freedom to choose what they wanted to have switched on and off every month – only paying for what they want, when they want.
- In a very competitive market, BT needed to clearly communicate BT TV's differentiator of only paying for the content you want to watch, whilst also making the product launch as memorable as possible and launching with real impact.

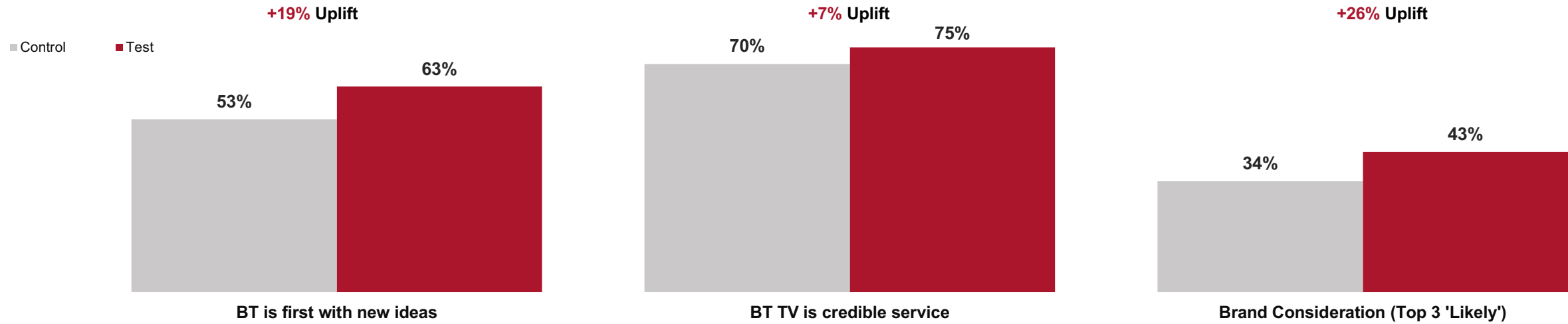
Plan

- Cinema – as the most immersive and sacred of 'paid for' media experiences – provided the perfect environment for BT to be creative and engage its audience in an entertaining way.
- BT teamed up with DCM Studios to create bespoke contextual copy for cinema that would trick the unsuspecting audience into thinking they had gone to the wrong screening.
- Two 60" fake film openings were created, deliberately designed to look and feel like the start of a real movie that was very different to the one customers had actually paid to see – one a sci-film film called *Broken Trace* that played in the Gold Spot ahead of British comedy/drama *Military Wives*, and the other a western *Bitter Truth* that played out in the Gold Spot before Pixar animation *Onward*.
- Having lulled cinemagoers into thinking that they might be about to watch the wrong film, the actors broke the fourth wall to reveal to cinemagoers the ruse, proclaiming 'You wouldn't pay for something you don't want to watch at the cinema, so don't put up with it at home' and revealing BT's new flexible package.
- Digital OOH posters for the two spoof films were displayed on digital OOH screens in the foyers to further embed the prank with cinemagoers.



Campaign Details

Sector	Entertainment
Target Audience	TV Viewers
Package	Gold Spots
Media Agency	Essence
Creative	DCM Studios & Recipe



Driving uplift in brand trust:

In addition to seeing BT as more creative and credible, cinemagoers were also **8% more likely to trust BT TV** compared to those not exposed to the campaign.



Increased brand impression:

Almost 7 in 10 cinemagoers who saw the contextual copy in cinema reported being left with a **better impression of BT TV – 10% higher than the average** from previous cinema campaigns measured for DCM.



Significant uplift in consideration:

The campaign successfully boosted consideration of BT TV amongst non-customers, with cinemagoers exposed to the contextual copy significantly more likely to consider BT TV if they were looking for a new pay TV service than those who hadn't been exposed to the contextual cinema campaign.

Summary

Working in collaboration with DCM Studios, Essence and BT created a hugely successful flexible TV launch, utilising the engaging cinema environment and its power to entertain and engage audiences to cut through with impact and increase consideration of BT TV.

