

DCM CASE STUDY: LIDL

The Little Present (2014)



CINEMA DELIVERS:
IMPROVED PERCEPTIONS

Background

- Lidl wanted to **grab the attention of consumers** at Christmas with a campaign that reinforced their motto; *good quality food for less*.
- Lidl needed to find a way **to stand out from the crowd**. The creative showcased the quality that Lidl offers with a twist that aimed to make consumers feel differently about the brand.
- The campaign continued its **#Lidlsurprises** strategy – giving people free food and then revealing that the luxurious produce came from the budget supermarket.

Why Cinema?

- Cinema was chosen reach the younger end of Lidl's target demographic on Adults 16-45. Cinema would also enable the **messaging of the creative to resonate more deeply** with the audience compared to other media on the schedule.
- The core creative message of the quality of Lidl's produce dovetailed perfectly with the quality environment that Cinema offers, allowing the advert to build in front of the audience and then deliver the **#Lidlsurprises** message at its conclusion.



'Where quality costs less'

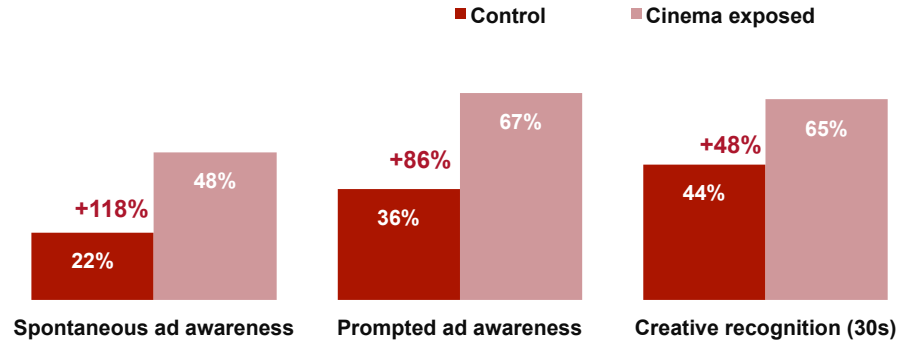
Campaign Details

Package	Adult General Package – 60" copy
Creative Agency	RedBlue Creative Agency
Media Agency	M2M
Methodology	Cinema exposed vs. non-exposed
Target Audience	Adults 18-45
Sector	Retail / Supermarkets

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ADVERTISING IMPACT



+118% Spontaneous Advertising Awareness
(Cinema exposed = 48%, Control = 22%)



+86% Prompted Advertising Awareness
(Cinema exposed = 67%, Control = 36%)



+48% Creative Recognition (30s ad)
(Cinema exposed = 65%, Control = 44%)

BRAND IMPACT



Those exposed to the cinema ad are **45% more likely** to say Lidl is the only supermarket they would consider / the supermarket they would consider above others



Increased interest: **53% of respondents had an increased interest in the brand** after seeing the ad at the cinema



Increased positivity: **55% of respondents say that their opinion of Lidl has improved** after seeing the ad at the cinema



Increased consideration: **21% of respondents are more likely to consider the brand** after seeing the ad at the cinema

SUMMARY

- Cinema increased **advertising awareness and recognition**, demonstrating how the Cinema **works alongside TV** in delivering **additional reach** and **creative cut-through**
- The ability of cinema to **engage viewers** led to **increases in brand interest** and perception. **Consideration of Lidl** grew as a result of the Cinema activity.