

# DCM CASE STUDY: MORRISONS

'Be Our Guest' – Christmas 2013



CINEMA DELIVERS:  
RETURN ON INVESTMENT

## Background

- The creative for Morrison's Christmas campaign featured Ant & Dec in a magical Morrison's world. The accompanying music was Disney's 'Be our Guest'.
- **The creative lent itself perfectly to cinema** and had a natural association with film, which led to Cinema being used for the first time for Morrison's Christmas campaign

## Why Cinema?

- As well as being an excellent creative fit, Morrisons were looking to drive **incremental reach amongst a younger, more affluent audience**. They were interested to learn what impact cinema added to their campaign including:
  - Brand perceptions
  - Purchase intent and consideration
- To ensure the campaign could be tracked effectively for both brand tracking and econometrics we selected 276 DCM sites within a 3.5 mile proximity to a Morrison's store as they have limited presence in some areas of the country.



'More of What Matters'

## Campaign Details

Package	National Proximity Targeting – 5 week duration
Creative Agency	DLKW Lowe
Methodology	Cinema exposed v non-exposed
Target Audience	All Adults
Sector	Food / Retail

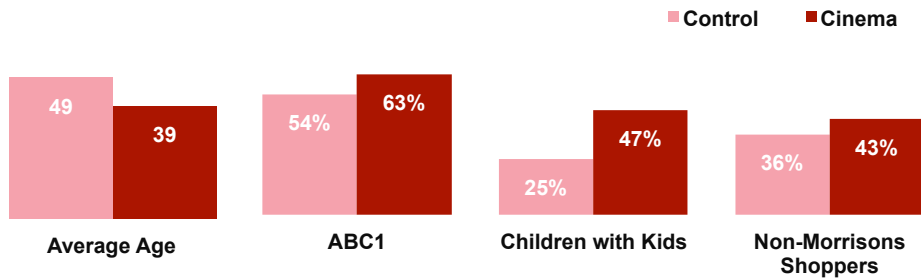
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## EFFECTIVE TARGETING

Reaching a **Different Audience** for Morrisons



- Our **cinema** exposed group were **88% more likely to have children** vs. the control sample
- **Cinemagoers** were 17% more likely to be ABC1 and were on average **10 years younger** than the control sample

## BRAND IMPACT

Shift Consideration and Key Brand Metrics amongst **Non-Shoppers**

Recognition: **+31%**

Consideration: **+76%**

Brand appeal: **+222%**



**+31%**

Morrisons **ad recognition**  
(Exposed = 75%; Control = 57%)



**+76%**

I'd **Seriously Consider** Morrisons  
(Exposed = 51%; Control = 29%)



**+222%**

Morrisons **appeals to me more** than others  
(Exposed = 16%; Control = 5%)

## SUMMARY

- The cinema activity worked well for Morrison's in terms of reaching a **younger, more affluent audience** who have a **wider repertoire** in their shopping habits.
- The campaign delivered **incremental reach against target** segments and delivered **significant uplift** on ad metrics for **engagement** and **relevance**

- The cinema exposed group were more likely to **think differently about the brand** and have an increased **intent to purchase**.
- The activity had a direct impact upon sales with cinema delivering a **ROI of £10.02** per £1 spent