

THE BRITISH ARMY

‘This is Belonging’ - 2018



Background

- In 2018, amidst diminishing recruitment levels and traditional stereotypes of masculinity, the British Army wanted to attract a broader range of new soldiers from a variety of backgrounds. The Army wanted to show it is a modern organisation that is changing to reflect the diverse Britain it represents – it is open to everyone, regardless of race, religion, gender or sexuality.

Plan

- ‘Having my Voice Heard’ was the latest creative of the Army's wider ‘This is Belonging’ recruitment initiative. The 40” copy closely followed a young, black, female Captain in action, leading and instructing her platoon of troops.
- Cinema’s young, highly engaged and captive audience made it a must have for the Army! The ad contained no dialogue, meaning it needed to immerse audiences to effectively communicate its emotive message. The recent introduction of 4DX technology to UK cinemas provided a perfect creative fit, enabling the Army to drive awareness, message take-out and consideration in a unique, engaging and clutter-free environment.
- A bespoke advert was created and played out before a variety of 4DX titles including *Black Panther*, *Ready Player One* and *Tomb Raider*, each over indexing for the 16-24 audience. A Youth AGP was also bought ensuring the campaign maximised its reach within cinema.
- Cinema accompanied TV, Outdoor, Online and Radio as part of national media campaign.



Campaign Details

Sector	Government
Target Audience	16-24 Adults
Package	Youth AGP & 4DX Films
Media Agency	Carat
Creative Agency	Karmarama
Duration	40”



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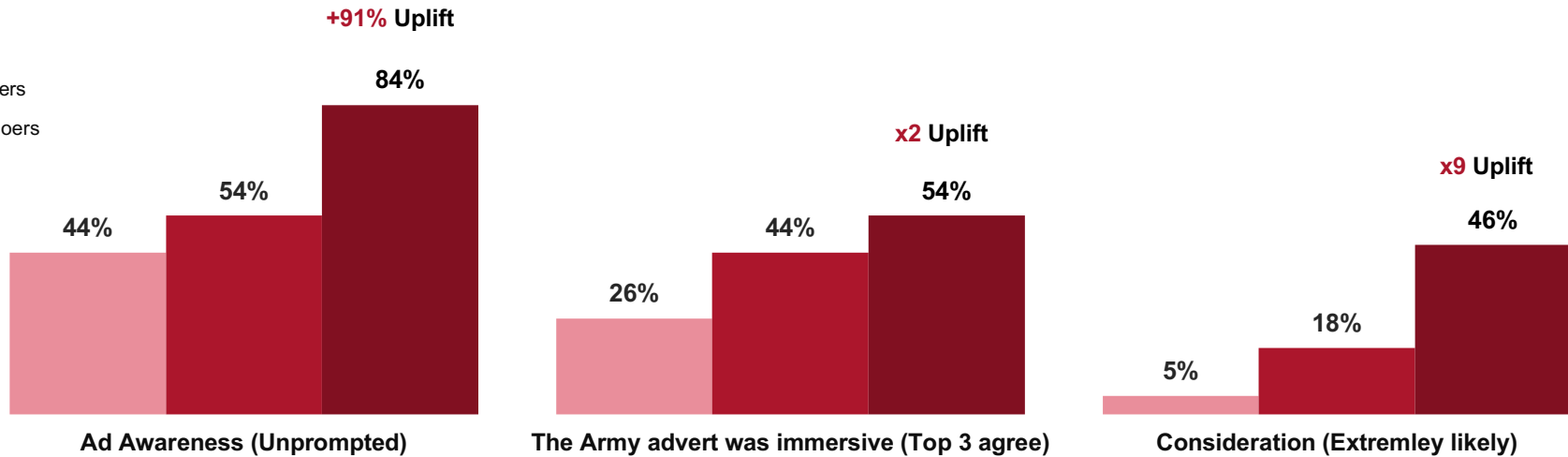


Results

■ Control

■ 2D Cinemagoers

■ 4DX Cinemagoers



Significant uplift in unprompted comms awareness:
4DX exposed are **91% more likely** to be aware of Army advertising vs. control

4DX exposed = 84%, 2D cinema exposed = 54%, Control = 44%



Driving key perceptions further:

4DX exposed are **34% more likely** to agree soldiers in the 'British Army feel like they belong' and **77% more likely** to agree that 'Being in the British Army empowers you' vs. control

Top 3 agree (10 point scale) - 4DX exposed = 62%, 2D cinema exposed = 43%, Control = 35%



Significant uplift in consideration:

4DX exposed are over **9x more likely to consider** joining the Army vs. control (**2½x** more likely than 2D exposed)

Extremely likely: 4DX = 46%, 2D cinema exposed = 18%, Control = 5%

Summary

The immersive nature of 4DX helped the Army achieve greater campaign cut through and effectively drive **awareness**, land **key messages** and increase audience **consideration**.



digital cinema media

Source: DCM / The British Army.
Conducted by: Differentology, January - March 2018.
Base: 16-34 adults. Agree statements out of 10.