

# DCM CASE STUDY: VIRGIN HOLIDAYS

Mojo Family- 2014



CINEMA DELIVERS:  
IMPROVED PERCEPTIONS

## Background

- A core target audience for Virgin Holidays is 'smart' families, defined as AB Adults 35-65 with children. Their aim is to demonstrate that only Virgin Holidays can whisk you away from the pressures of modern day life, going the extra mile in making that family holiday that extra bit special.
- The 'Mojo Family' creative centres around a family in a car, living their normal day lives and then being whisked away into a realm of paradise when getting out the car. They are greeted with sun, sea and sand whilst having fun together really reinforcing the strong family unit that Virgin Holidays brings together.

## Why Cinema?

- In today's cluttered and challenging media environment, Cinema provides the perfect environment for all the family to come together. Cinema was chosen due to its ability to reach smart families watching campaign creatives together at the same time.
- The family focus package, which delivers 9.7m admissions, was perfect to drive awareness and engagement. The creative was able to stand-out and provide the perfect canvas for Virgin Holidays to paint a picture of an unforgettable holiday experience to inspire and motivate the whole family.



Unleash your Mojo

## Campaign Details

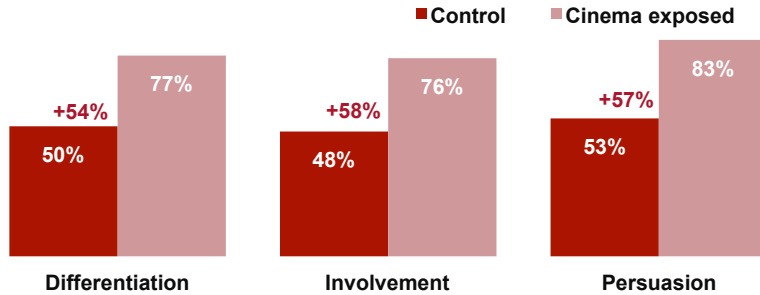
Package	National Family Focus Package - 40" Copy
Creative Agency	M&C Saatchi and LIDA
Methodology	Cinema exposed vs. non-exposed
Target Audience	Smart families (AB Adults 36 – 65 years old with children)
Sector	Travel and Tourism

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Universal Orlando - 2014

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## CREATIVE IMPACT



**+54%**

More likely to **find that the ad stands out**  
(Cinema exposed = 77%, Non-cinema exposed = 50%)



**+58%**

More likely to **feel involved by the ad**  
(Cinema exposed = 76%, Non-cinema exposed = 48%)



**+57%**

More likely to **be persuaded by the ad**  
(Cinema exposed = 83%, Non-cinema exposed = 53%)

## BRAND IMPACT



Almost 1 in 3 cinemagoers said they visited the website for more information on their offers since being exposed to the ad



Increase in prompted brand awareness: **24% more likely to recognise the brand**  
(Cinema exposed = 57%, Non-cinema exposed = 46%)



Increased levels of preference: **36% more likely to say they preferred the ad**  
(Cinema exposed = 30%, Non-cinema exposed = 22%)



Increased brand positivity: **54% of cinemagoers thought of Virgin holidays as being fun post-exposure**

## SUMMARY

- The cinema environment worked: **people felt more involved by the ad** as well as **being more likely to be persuaded by the ad.**

- The cinema environment had a **positive impact on the brand**; most significantly **increasing overall preference for the brand.**



digital cinema media

