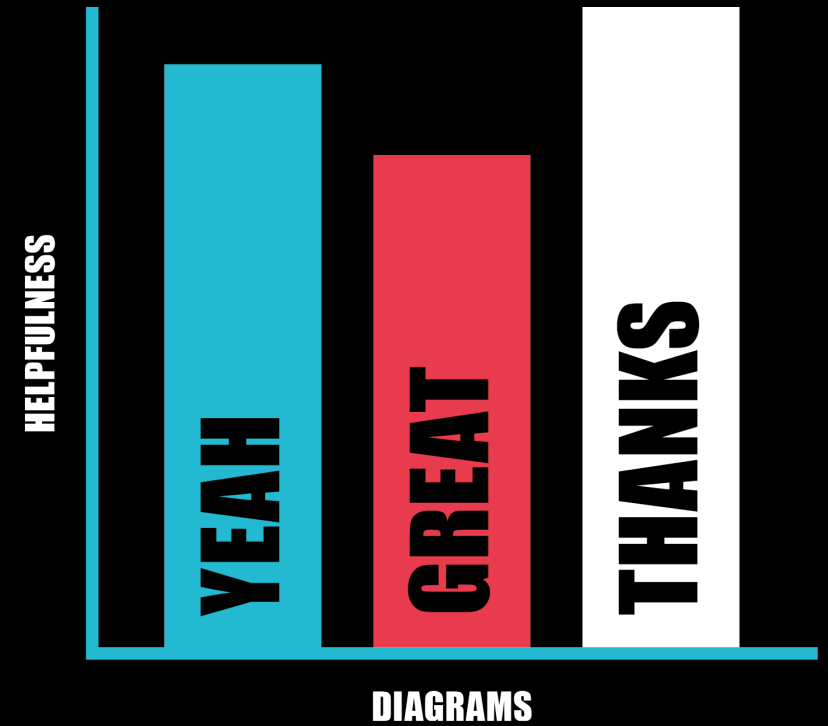


WARNING

**THIS PRESENTATION
CONTAINS THE OBVIOUS**



IT ALSO CONTAINS SOME HELPFUL DIAGRAMS



AND SOME PRETTY

BOULD

STATEMENTS, LIKE THESE



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CINEMA ADVERTISING GIVES

ELI8HT
8 TIMES MORE STAND OUT



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GIVES

3 HOURS

TIME MORE BRAND ATTRIBUTION



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AND IS

2 TWICE

AS MEMORABLE



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WHICH IS, WELL...

OBVIOUS



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**ESPECIALLY WHEN
YOU THINK ABOUT IT**



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The background of the slide is white with a decorative border of blue triangles pointing inwards from the top and bottom edges.

PART ONE:

SO LET'S THINK

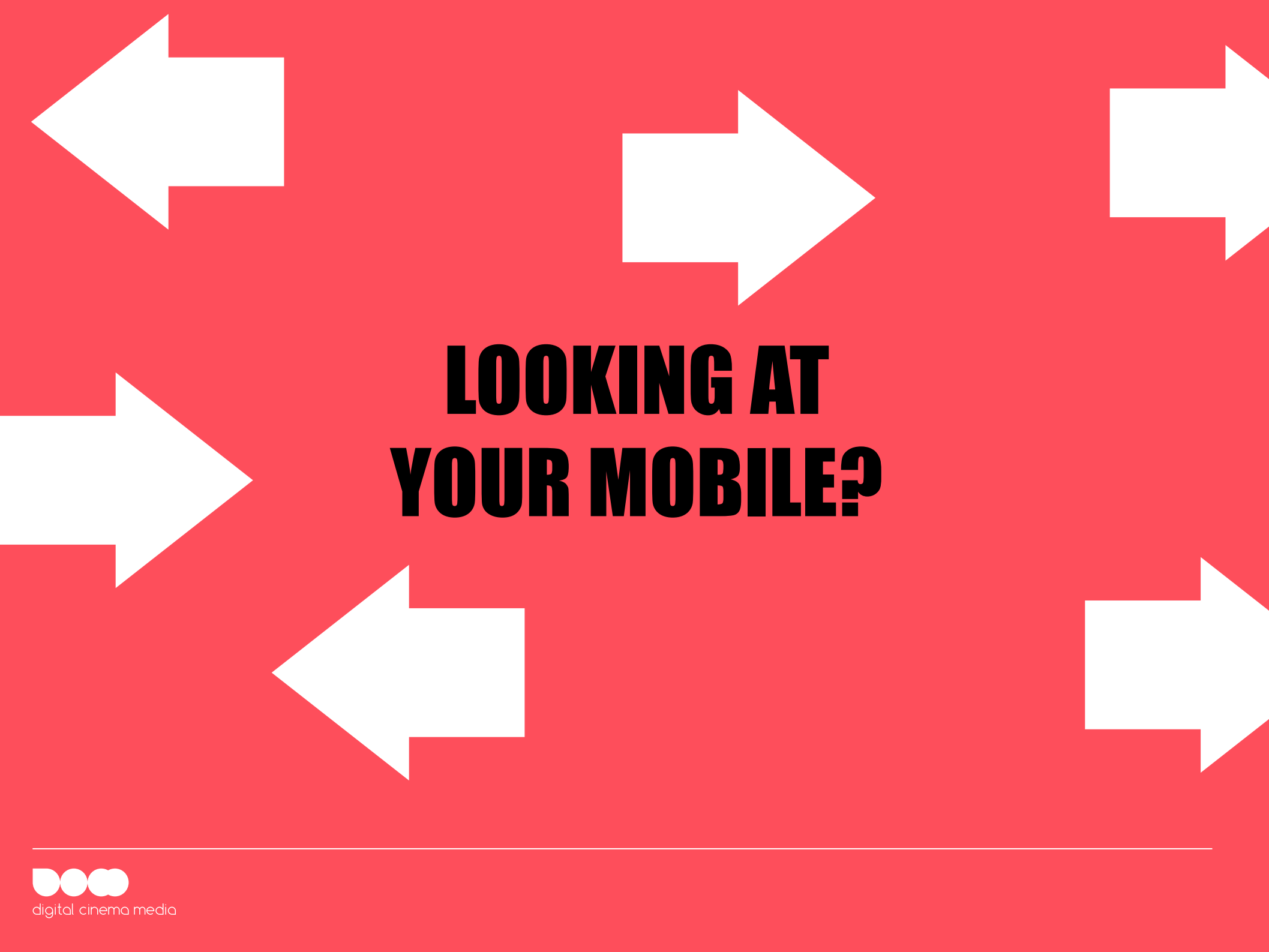
ABOUT IT



ARE YOU ABLY?
SITTING COMFORT



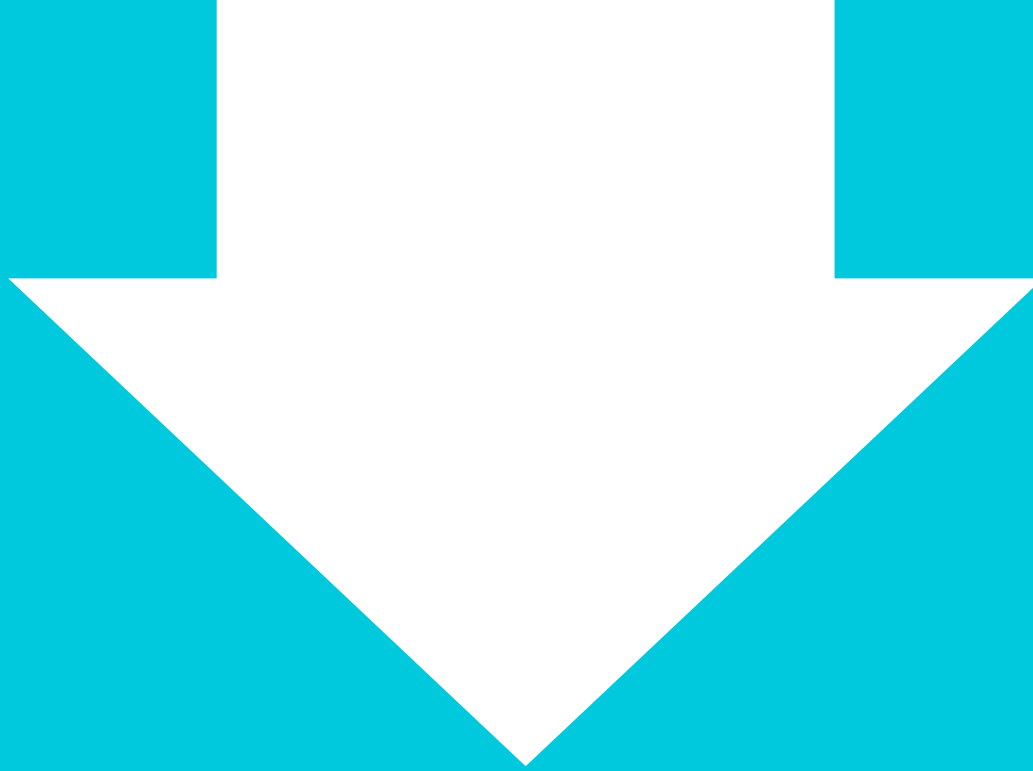
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LOOKING AT YOUR MOBILE?



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**YOUR
LAPTOP?**



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**WITH YOUR
HEADPHONES
IN?**

EXACTLY



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**THE WAY WE
CONSUME MEDIA
HAS CHANGED.**



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SO. WE DID AN E X P E R I M E N T



YOU COULD CALL IT

**THE
“CINEMA AND TV
MEMORABILITY/EFFECTIVENESS
OF ADVERTISING TEST.”**

OR “CAT MEAT” FOR SHORT



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BACK

BUT FIRST A LITTLE

GROUND



**ALMOST EVERYONE
WATCHES TV**



PEOPLE WATCH TV ALL OVER THE PLACE

54%

Watched TV
on the internet

96%

**UK ADULTS WATCH
TV REGULARLY**

22%

Watched TV
On their mobile



YOU

DON'T

EVEN

NEED

A

TV

TO

WATCH

TV



ADULTS WHO ARE HEAVY / MEDIUM TV WATCHERS



29% watched TV
on their mobile



50% watched TV
via a laptop or
tablet computer



22% watched TV
via their games
consoles

**GADGET
LOVERS**



16-34 WHO ARE HEAVY / MEDIUM TV WATCHERS

570%

**GADGET
LOVERS**

53% watched TV
on their mobile

75% watched TV
via a laptop or
tablet computer

39% watched TV
via their games
consoles



TV VIEWERS DON'T ACTIVELY WATCH ADS

96%

Of people do something during a TV break

**AND HERE'S
WHAT THEY
GET UP TO**

Fast forward through ads

26%

Surf the internet via tablet,
Computer and laptop

19%

Browse internet on
my mobile phone

17%

Skip channel when
the ads come on

15%

Send texts / make calls

15%

Search online for
Products in ads

4%

Chat online about what
they're watching

4%



BLAH BLAH BLAH BLAH BLAH BLAH BLAH
AH **TV** BLAH BLAH BLAH BLAH BLAH BLAH
H BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH **ADVERTISING** BLAH BLAH BLAH
LAH BLAH BLAH BLAH BLAH BLAH BLAH
AH BLAH BLAH BLAH BLAH **MOSTLY** BLAH
H BLAH BLAH BLAH BLAH BLAH BLAH BLAH
WORKS BLAH BLAH BLAH BLAH BLAH BLAH
LAH BLAH BLAH BLAH BLAH BLAH BLAH
LAH BLAH BLAH **SUBCONSCIOUSLY** BLAH
LAH BLAH BLAH BLAH BLAH BLAH BLAH



OBVIOUS ALERT!

**DARK ROOMS + MASSIVE SCREENS
= CONSCIOUS AUDIENCES**



PART TWO:

SO WHO'S

WATCHING?



PEOPLE (15+) WHO GO TO THE CINEMA AT LEAST ONCE A YEAR



750%



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...IT ALSO REACHES SOME PRETTY TOUGH AUDIENCES

WOW

54% 15-34s

40% ABC1s

62% 15-24s

CINEMA HAS
LESS
REACH BUT
IS
A LOT
MORE
TARGETED.



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NEARLY EVERYONE SEES THE ADS AT THE CINEMA

82%

Watched trailers
for new films /
forthcoming
features

63%

Made sure they
were seated before
anything was
shown

87%

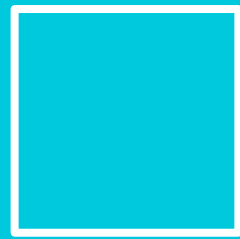
**EXPOSED TO
THE ADS**

40%

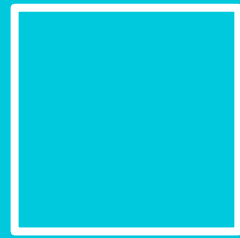
Watched
advertisement
before the main
feature

Stayed to watch
the credits after
the film

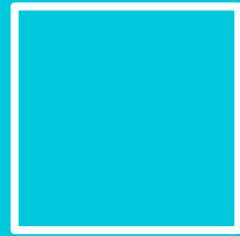




OUR



SURVEY



SAID



WHY DO PEOPLE GO TO THE CINEMA?

1	SOCIALISE WITH FAMILY AND FRIENDS	59%
2	WATCH THE LATEST FILMS	42%
3	AS AN ESCAPE	39%
4	FOR SOME 'ME TIME'	24%
5	NEW EXPERIENCES	13%
6	TO LEARN SOMETHING	8%
7	OTHER	10%



BING! OUR TOP NET ANSWER

1	AS AN ESCAPE	39%
2	FOR SOME 'ME' TIME	24%
		<hr/> 63%



CINEMAGOERS

SWITCH OFF

TO

SWITCH ON



digital cinema media

EXTRA!

CINEMAGOERS ARE ALSO YOUNGER AND MORE AFFLUENT

EXTRA!



KERRCHING! CINEMAGOERS HAVE ABOVE AVERAGE INCOME

59%

**ABC1
VS 54% UK
AVERAGE**

£32.8K

**FAMILY INCOME
VS £29.7% UK
AVERAGE**

56%

**15-44
VS 48% UK
AVERAGE**



AND THEY'RE NOT

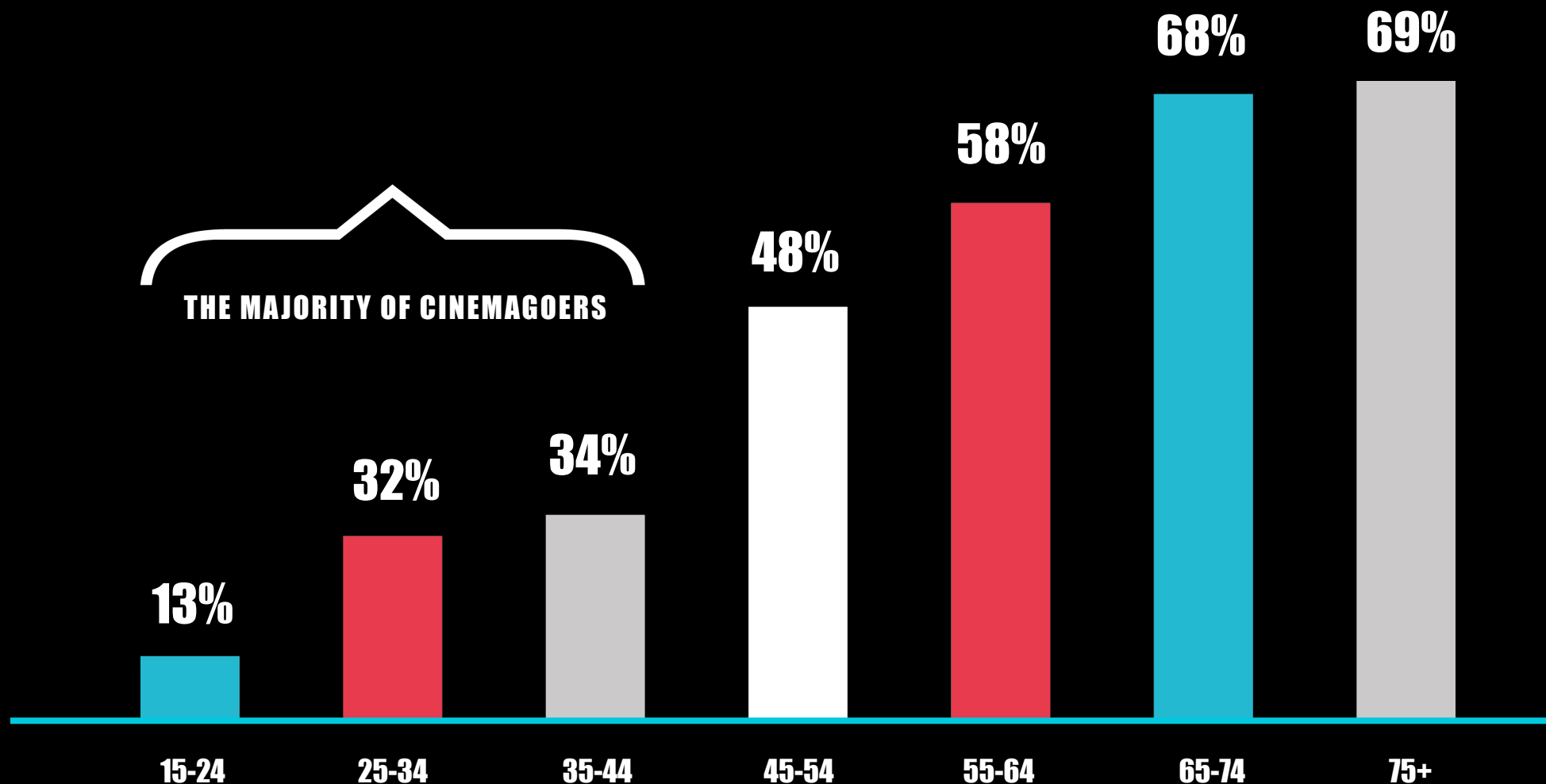
ABOUT TV

PREVIOUS



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WE ASKED WHO WOULD MISS WATCHING TV THE MOST?



CINEMAGOERS ALSO TEND TO BE MORE

**OPEN
MINDED**



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HOW CINEMA AND TV VIEWERS SEE THEMSELVES

	CINEMA GROUP	TV GROUP
TRY TO KEEP UP WITH DEVELOPMENTS IN TECHNOLOGY	64%	52%
USUALLY THE FIRST AMONGST FRIENDS TO KNOW WHAT'S GOING ON	42%	31%
CONSIDER THEMSELVES TO BE CREATIVE	57%	48%
THEY'RE OPTIMISTIC	57%	48%
BELIEVE IT'S IMPORTANT TO HAVE A LARGE GROUP OF FRIENDS	28%	20%
LIKE TO GAIN NEW EXPERIENCES	78%	71%
TEND TO MAKE DECISIONS QUICKLY BASED ON GUT FEELINGS	46%	40%



**WHICH IS GO
OD NEWS FOR ANY ADVERTISER!**

PART THREE:

TESTING, TESTING!



DISCLAIMER!

**NO ANIMALS WERE
HARMED DURING THE MAKING
OF THIS MARKET RESEARCH.**

(WE COULDN'T GET GUINEA PIGS TO WATCH ADS).



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WARNING!

**THIS IS WHERE
IT GETS A BIT TECHNICAL.**

HERE'S HOW WE DID IT

We tested two ads. An ad for Google Chromecast, and an ad for Lurpak (which both happened to be breaking on cinema and TV).

We recruited the 'cinema cell' in the foyers of cinemas where we knew the ads were being shown.

We recruited the 'TV cell' via an online panel*.

We surveyed both cells within 3-4 days of their recruitment.

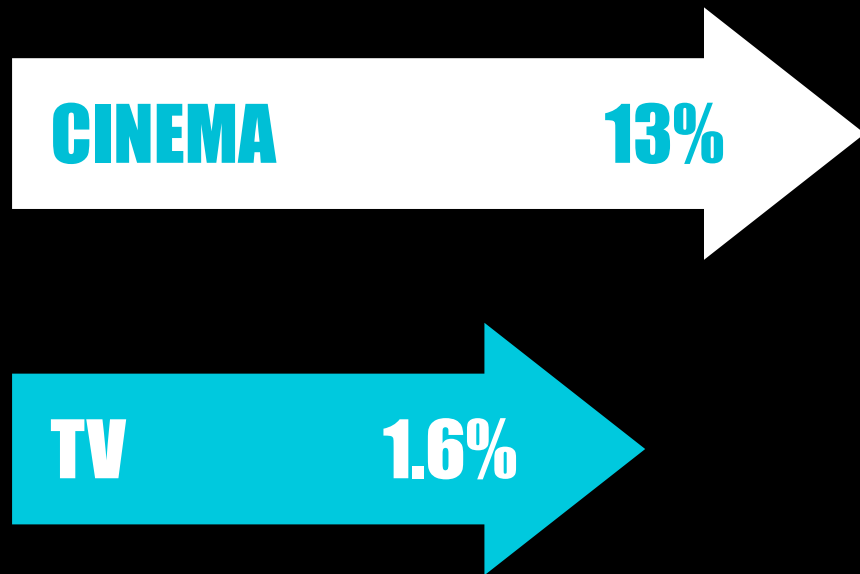
**Ironically enough*



WE ASKED THE FOLLOWING QUESTIONS



FROM A LIST, HOW MANY OF THESE ADS DO YOU REMEMBER SEEING AT THE CINEMA OR ON TV?



DO YOU REMEMBER SEEING THIS SCENE IN AN AD RECENTLY?

CINEMA

71%

TV

35%

2K

**MORE
MEMORABLE**



digital cinema media

CAN YOU IDENTIFY THE BRAND JUST BY LOOKING AT A STILL FROM AN AD?

CINEMA 43% CORRECT

TV 16% CORRECT



P

WORD U !



CINEMA ADVERTISING FILLS IN THE ____S



INTERESTINGLY...

69%

**OF CINEMA
VIEWERS WERE HAPPY
TO DESCRIBE THE
ADS THEY'D SEEN**

WHILE ONLY...

26%

**OF TV VIEWERS
WERE INCLINED TO DO
THE SAME**

WHEN GIVEN THE OPTION ON OUR QUESTIONNAIRE.

HOW DETAILED WERE THE DESCRIPTIONS OF ADS IN EACH GROUP?

**“A GREAT WAY TO
SHOW THE VARIETY OF
PRODUCTS THEY HAVE
FOR ALL SITUATIONS”**

**“THE IMPRESSION IS THAT
IF YOU WANT A RELIABLE
BRAND WITH EVER
EVOLVING NEW PRODUCTS
LOOK NO FURTHER”**

**“CAN BE USED IN
DIFFERENT WAYS”**

“EASY TO USE”

HOW DID THE LANGUAGE DIFFER BETWEEN THE TWO GROUPS?

**“MORE ADJECTIVES.
MORE INTERESTING, MORE
DESCRIPTIVE LANGUAGE”**

**“MORE CLARITY, MORE
DETAIL, MORE
SPECIFICATION AND
NITTY-GRITTY”**

**“BASIC AND
PRETTY GENERAL”**

**“MINIMAL
TO THE POINT”**

CINEMAGOERS WERE

MORE

ENGAGED



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The background of the slide is white, framed by a border of blue triangles pointing inwards from the edges. The text is centered in the middle of the slide.

PART FOUR:

STATING

THE BLEEDIN'

OBVIOUS!



CINEMA

AND

TV

ADS

WORK

IN

WAYS

DIFFERENT



CINEMA PROS

TARGETED REACH
ENGAGED VIEWERS

TV PROS

MASS REACH
REPEAT VIEWING

CINEMA CONS

SLOWER COVER BUILD

TV CONS

LOW IMPACT
DISTRACTABLE VIEWERS



**TV THINGS INTO YOUR BRAIN
WHEN YOU AREN'T LOOKING FOR THEM.**

SNEAKS



digital cinema media

S

K

C

U

PL

WHILE CINEMA

**THEM OUT AGAIN WHEN
YOU ARE.**



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CINEMA HITS YOU,

OOOF!

WHEN YOU EXPECT



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CINEMA ADVERTISING GIVES

ELI8HT

TIMES MORE STAND OUT



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GIVES

3X MORE

TIME MORE BRAND ATTRIBUTION



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AND IS

2WICE

AS MEMORABLE



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AND THAT'S THE BIGGER PICTURE



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OTHER LECTURES IN THIS SERIES:

**‘BRAND ATTRIBUTION MADE EASY’
‘MARKETING MARKETS TO MARKET’**

AND

**‘NOW THAT’S WHAT I CALL...
A QUESTIONNAIRE: 12’**



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