

BUILDING BOX OFFICE BRANDS IV

MISSION 16-34

LAUNCH, LAND, IMPACT

THE APPROACH

EXPLORE

AV HABITS

15 participants were recruited from across the UK (Birmingham, Edinburgh, London & Manchester)

They took part in a 5-day online community designed to capture AV habits and explore the role of different content

DEFINE

*CINEMA
EXPERIENCE*

12 participants were invited to the cinema where they were exposed to a typical 11-min ad reel in-situ

They took part in 90 minute focus group designed to unearth the specifics of the cinema experience and define the impact of cinema advertising

QUANTIFY

KEY THEMES

Nationally representative sample of 1,000 16-34s completed a 15 minute survey designed to further understand and quantify the themes discovered in the Explore & Define stage

Differentology also undertook a meta-analysis of 12 cinema ad effectiveness projects to understand the average uplifts delivered by cinema.

7 IN 10

16-34s FEEL *'HOUNDED BY ADVERTISING'*



CINEMA OCCUPIES A UNIQUE ROLE IN THE WORLD OF AV

Top 3 associations by platform

LIVE TV		VOD		YOUTUBE		SOCIAL VIDEO		CINEMA	
Fill time	30%	Binge viewing	27%	Fill time	43%	Fill time	38%	Shared experience	37%
Background viewing	26%	Fill time	25%	Helps me escape	28%	Low Attention	27%	High attention	34%
Comforting	18%	Quality content	19%	Binge viewing	27%	Spontaneous	20%	Quality content	31%

Q. Which of the following words and phrases do you associate with [...]?
 Bold text indicates where a phrase was most frequently associated
 Base: 1000 '16-34s'

CINEMA ADS HELP BRING THE VIEWER INTO A 'BUBBLE'



72% OF 16-34s AGREE
THAT "CINEMA IS A BUBBLE WHERE THE OUTSIDE
WORLD CAN'T INTRUDE"

66% OF 16-34s AGREE
THAT "I PAY MORE ATTENTION TO ADS IN CINEMA
THAN ELSEWHERE"

70% OF 16-34 'AD AVOIDERS' AGREE
THAT "I TALK TO THE PEOPLE I GO TO THE CINEMA
WITH ABOUT THE ADS (WHILST WATCHING THEM)"

BRANDS CAN BENEFIT FROM A TRANSFER OF POSITIVE ATTRIBUTES

PREMIUM

Cinema	48%
TV	17%
YouTube	16%
Social Media	11%
VOD	9%

TRUSTWORTHY ADS

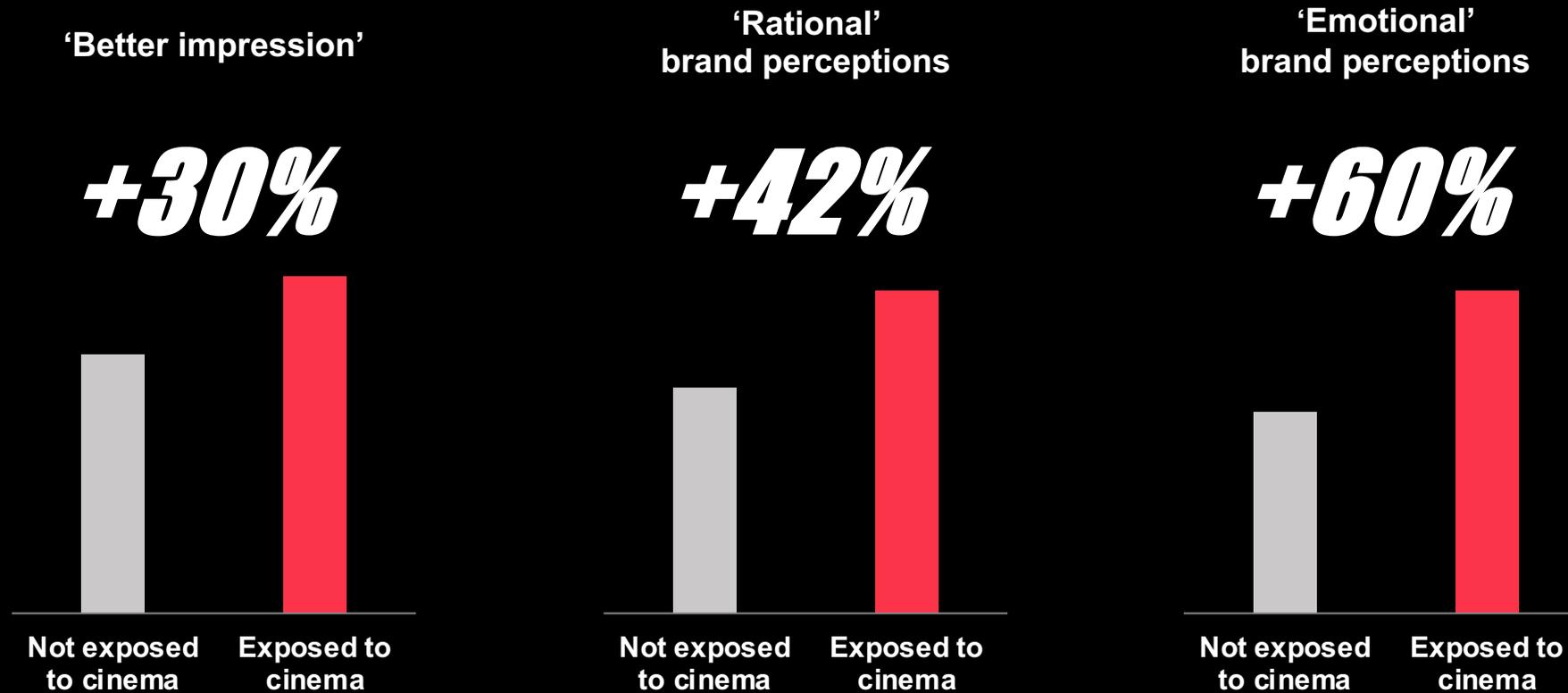
Cinema	36%
TV	31%
YouTube	16%
Social Media	10%
VOD	9%

ADS MAKE YOU FEEL MORE POSITIVE TOWARDS A BRAND

Cinema	30%
TV	25%
YouTube	20%
Social Media	17%
VOD	8%

CINEMA DELIVERS AT BOTH AN 'EMOTIONAL' AND A 'RATIONAL' LEVEL

Meta-analysis of 12 recent cinema campaigns
16-34 audience results



KEY FINDINGS

The unique cinema experience creates an immersive, non-intrusive, 'bubble' of attention that no other AV format can provide.

Brands can benefit from a positive transfer of attributes that cinema possesses including being seen as premium and trusted.

The immersive 'bubble' of cinema is also the perfect environment to land key messages – both emotional & rational – and creating a better brand impression.