

MISSION 16-34: LAUNCH, LAND, IMPACT

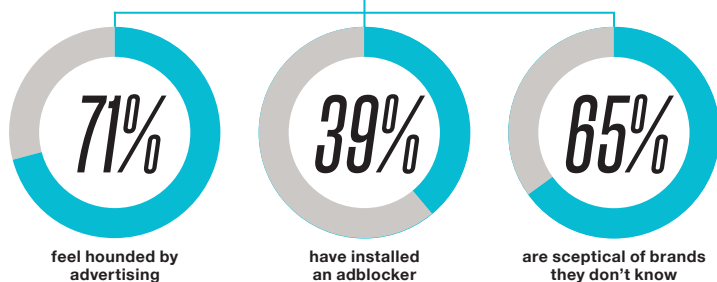
INTRODUCTION

Mission 16-34: Launch, Land, Impact is the fourth edition of DCM's industry-leading **Building Box Office Brands** series. Created in partnership with independent insight and strategy

agency Differentology, the study explores the different roles that AV media play in the lives of young people and how cinema helps brands launch and land their messages with impact.

THE 16-34 AUDIENCE

THE CHALLENGE



THE MISSION

Kantar Millward Brown's AdReaction study found that cinema is the ad format that 16-34s are most positive towards so DCM's mission was to better understand this audience, their AV habits and the implications for brands.

WHAT WE FOUND

STRONG AFFINITY WITH BRANDS / **LOVE QUALITY ENTERTAINMENT CONTENT** / **LIKE ADS IN THE RIGHT CONTEXT**

LAUNCH YOUR CAMPAIGN WITH CINEMA

Cinema delivers cultural moments.

The 16-week theatrical exclusivity window for cinema means that the big screen is still able to deliver big cultural moments that brands can take advantage of. Over half of 16-34s agree that they "don't like missing

out on things other people are talking about" so they're quick to see the latest blockbusters to ensure they can be part of the wider conversation. This is perfect for brands looking to launch campaigns and reach an engaged, young audience.

Growing audience

+8% YOY
2019 16-34
Forecast Admissions¹

Big draw every week

1.5M
Average weekly
16-34 admissions¹

Don't want to miss out

75%
See a film in its
opening 2 weeks²

Sources: 1. DCM Planner, industry admissions. 2. FAME 2017

LAND YOUR MESSAGE IN THE BEST ENVIRONMENT

Cinema occupies a unique position within AV.

The research shows that different AV channels are chosen either with 'active intent' or 'inactive intent' with some platforms delivering both at different times. Cinema occupies a unique position within

the AV mix as the only fully 'active' channel – it's a destination experience where 16-34s have actively planned to pay attention. This makes cinema the best environment for brands to land their campaigns – with an audience that is engaged and attentive.

One thousand 16-34s were asked to select descriptions they most associated with viewing AV content. These are the top three per channel...



Cinema
Shared experience **37%**
High attention **34%**
Quality content **31%**



Live TV
Fill time **30%**
Background viewing **26%**
Comforting **18%**



VOD
Binge viewing **27%**
Fill time **25%**
Quality content **19%**



YouTube
Fill time **43%**
Helps me escape **28%**
Binge viewing **27%**



Social video:
Fill time **38%**
Low attention **27%**
Spontaneous **20%**

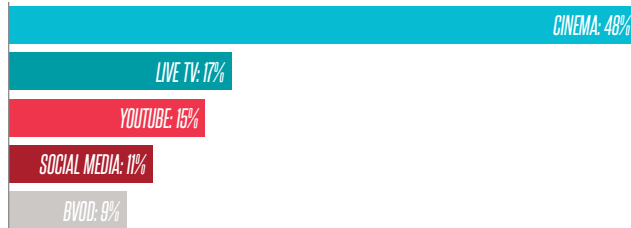
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LAND - CONTINUED

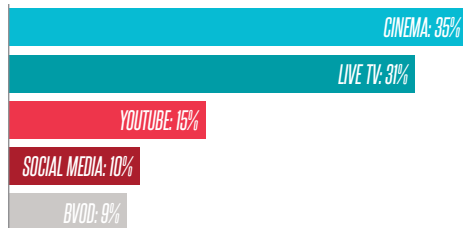
Respondents were asked to rank from 1-5 the different AV platforms as 'premium' and 'trustworthy' with cinema ranking first most often across both measures. Brands advertising in cinema also benefit from a halo effect with cinema ads being ranked first at making 16-34s feel most positive towards a brand.

Premium experience

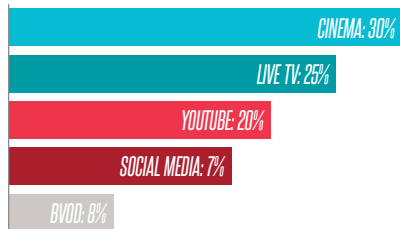
% channel ranked first



Trustworthy ads



Brand positivity

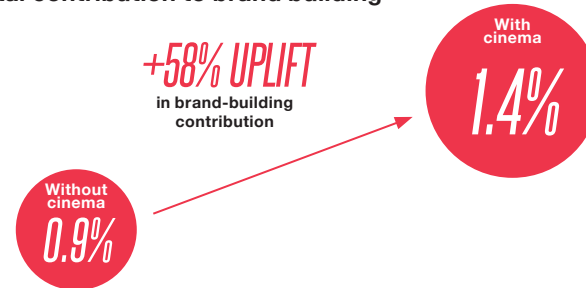


IMPACT YOUR AUDIENCE

Cinema delivers positive impact.

Kantar Millward Brown's findings from *Building Box Office Brands Volume III* revealed that cinema delivers a greater contribution across all key brand-building metrics, but particularly brand love and brand difference. Including cinema in the media mix delivers a 58% uplift in the campaign's brand-building contribution.

Total contribution to brand building



Source: DCM/Kantar Millward Brown – Building Box Office Brands – Volume III. 208 campaigns without cinema; 61 campaigns with cinema.

Differentology's meta-analysis in Vol IV, focusing on 16-34s, has reinforced these results demonstrating that cinema's highly attentive and emotionally engaged audience delivers significant uplifts for brands including:



Base: 12 campaigns. 2,750 16-34s exposed to cinema; 1,402 16-34s not exposed to cinema.

TOP TEN 2019 16-34 FILMS

FILM	ADMISSIONS	TVRS*
Avengers 4	3.8m	25
The Lion King	2.7m	21
Toy Story 4	2.4m	19
It 2	2.1m	16
Star Wars: Episode IX	2.0m	16
Aladdin	1.6m	12
Captain Marvel	1.6m	12
Frozen 2	1.6m	12
Spider-Man: Far From Home	1.4m	11
Dumbo	1.4m	11

Source: DCM Planner. Industry 16-34 admissions, between 01 Jan – 31 Dec 2019. *Equivalent TVRS.