

CASE STUDY – NOW TV



‘Now TV’ Cineworld M4J partnership – 2017 - 2018

Background

— In 2016 NOW TV continued to boost its customer offer with the launch of the NOW TV Kids Pass., offering an easy way to get top kids TV without a contract. The NOW TV Kids Pass lets kids watch six dedicated live TV channels, as well as thousands of episodes and box sets on demand from Nickelodeon, Nick Jr, NickToons, Cartoon Network, Boomerang, Cartoonito, CBeebies, CBBC, and Milkshake!. In 2017 Now TV wanted to push the kids pass through other mediums.

Idea

— Now TV, initially looked at family screen time, but were then sold in by the idea of Partnership with one of DCMs kids clubs, joining partners with Cineworld and their Movies for Juniors club, targeting the core family audience they were looking for

Plan

- Now TV, initially looked at family screen time to promote the Kids pass, but then bought into the idea of Partnership with one of DCMs kids clubs, joining partners with Cineworld and their Movies for Juniors club, targeting the core family audience they were looking for
- Now TV ran a 30” copy in cinema with a 5” ident, long form content in M4J screenings, supported by online, e-comms and foyer presence
- Now TV bought into the M4J partnership with Cineworld ensuring the creatives ran across a range of kids current titles, as well as those kids films in Movies for Juniors, films included *The Lego Ninjago movie*, *Coco* and *Despicable me 3*, each reaching their core target audience of families.



Campaign Details

Sector	Entertainment	Media Agency	Mediacom
Target Audience	Families	Creative Agency	WCRS
Package	Movies for juniors partnership	Duration	12 months

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The Partnerships successfully communicated the kids pass offering:

The Movies for Juniors Partnership helped drive significant levels of agreement across key product messages amongst the core audience.

Levels of agreement for key product statements including the Kids Pass proposition, and the range and quality of shows offered surpassed **MediaCom’s 80% “Excellent” benchmark.**



Uplift in consideration:

68% of those exposed to the Movie For Juniors activity were likely to consider buying a Now TV Kids Pass – significantly more than those Control respondents who weren’t exposed to the Movies For Junior bespoke copy. Highlighting the benefit of capturing a captive family audience with bespoke content can deliver significant impact for the brand.

Cinema exposed = 68%, Control Cineworld = 52%, control non- Cineworld 53%

SUMMARY

Using cinema enabled Now TV to successfully tell their story by **driving campaign cut through, landing key brand messages and ultimately increasing brand consideration.**