

Digital Cinema Media Awards 2026



Digital
Cinema
Media

campaign



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Over **500**
entries
with **90**
trophies
awarded
to date.

Celebrating 10 years of the
best in cinema advertising

Cinema
maximises

perceived brand
value +12%
higher than all
other channels

(Source: DCM x everyday people)

Cinema is the most **trusted**
channel for **advertising**

(Source: IPA TouchPoints)

Cinema is unparalleled with
80%
of your ad viewed **attentively**

(Source: DCM/Lumier)

Cinema

delivers a huge

2.3
million

admissions

every week

(Source: Comscore, 2026 YTD)

Cinema reaches

14% of
Gen Z

every week

(Source: IPA Touchpoints, 15-29s)

Half of all
cinemagoers are **under 35.**

(Source: Film monitor)



10 Years of the DCM Awards

Ten years ago, the Digital Cinema Media Awards were established to celebrate and honour the very best in cinema advertising. A decade on, and the exceptional work presented by our entrants continues to impress judges from across the advertising industry.

Cinema Campaign of the Decade, a new category for this year only, is our way of shining a light on the expertise and creativity that made this work so special. Each Grand Prix winner from the last decade put to a public vote to decide the best. Each campaign demonstrating just how impactful and memorable they remain all these years later.

And what an incredible year to celebrate a decade of cinema advertising. The UK Box Office reached more than £600m in H1, a 14% increase from 2023 and up 34% from 2024. Behind this unstoppable resurgence lies a long list of blockbusters drawing millions to the big screen. *Project: Hail Mary*, *The Devil Wears Prada 2* and *Toy Story 5* set a high bar, all before *The Odyssey* and *Spider-Man: Brand New Day* broke records to become bigger than *Barbenheimer*.

For the millions seated in screens across the country, the advertising reel remains an essential part of the cinema experience. Audiences sit in awe, fully attentive and engaged as the lights dim in anticipation. It's a memory that can last a lifetime, and one that keeps campaigns relevant for years to come.

We can't wait to celebrate another decade of great advertising together.

In partnership with
campaign

The Judges



Chair of Judges - Maisie McCabe, UK Editor, *Campaign*

Clare Elder	Chief Strategy Officer, Republic of Media
Davina Barker	Chief Revenue Officer, Digital Cinema Media
Genna Trentham	Client Managing Director, Spark Foundry
James Bailey	Chief Executive Officer, Media UK&I, Dentsu
Jem Lloyd-Williams	President, Mindshare and CSO, WPP Media
Jenny Biggam	Founder, the7stars
Karen Stacey	Chief Executive Officer, Digital Cinema Media

Katie Lee	Chief Executive Officer, Starcom
Melissa Wood	Media Strategy Lead, Allwyn
Patrick Affleck	Chief Executive Officer, Havas Village
Paul Knight	Chief Executive Officer, PHD UK
Rachel Peace	UK Managing Director, Hearts United
Sarah Nugent	Chief Executive Officer, UM London



Karen Stacey

CEO, Digital Cinema Media

"When we created the Digital Cinema Media Awards ten years ago, I never could have imagined just how impactful it would become. At the time, there was no dedicated celebration of the greatest screen, and the advertising experience loved by its audience. We also didn't produce any bespoke creative copy in cinema.

We launched the Digital Cinema Media awards, and shortly afterwards, thanks to some great inspiration from PHD's co-founder Jonathan Durden, created DCM Studios. 500 hundred entries, 9 Grand Prix and 100 bespoke copies later, and the big screen is stronger than ever. What a difference a decade can make!

It's a strength reflected in 2026's incredible entries. We saw more creativity, more data, and more proof of ROI than any other year, a testament to cinema's power as a medium.

Thank you once again to our incredible roster of judges, Maisie and the *Campaign* team."



Maisie McCabe

UK Editor, *Campaign*
Chair of Judges

"The entries into the Digital Cinema Media Awards reflected this year's varied cinema slate, with reliable regulars joined by newcomers to the medium as well as established brands trying new things.

Their strengths were many and varied, from brands using cinema as a key pillar of their overall marketing strategy, through to others going all-in on a major cinema-centred activation, or developing bespoke content and interactivity to elevate the big screen experience.

We were fortunate to have such a high calibre of judges from across the industry, who were able to comprehensively evaluate and debate each entry's strengths and choose worthy winners. The judges praised the entries for clearly telling the story of how they targeted (and delivered!) sales, their elevated attention to detail and the rigour of their measurement.

I'd like to say a huge congratulations to all the winners, and to DCM for partnering with *Campaign* for 10 years of these special awards."

The Categories

Best Use of Cinema (Small)

Best Use of Cinema (Large)

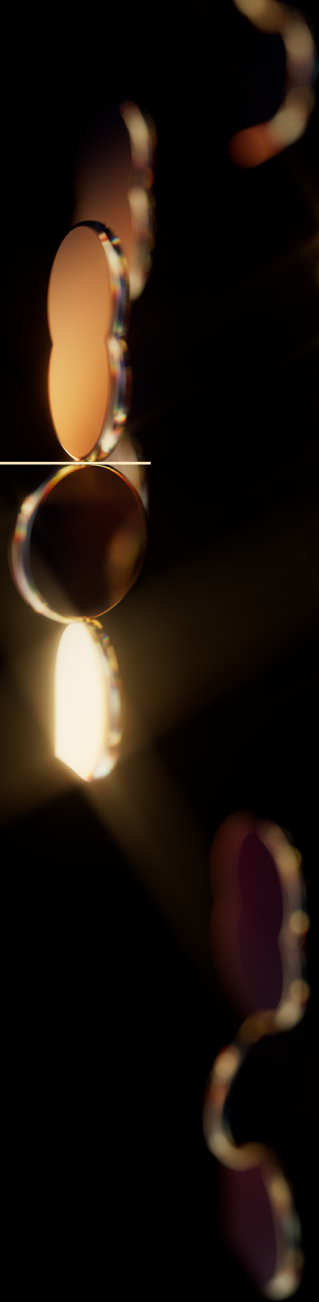
Best Creative Use of Cinema

[NEW] Excellence in Cinema Effectiveness

Best Long-Term Use of Cinema

Cinema Champion of the Year

Grand Prix





**The
winners
are...**



Best Use of Cinema (Small)

This category recognises campaigns under £250,000 (DCM ratecard) that demonstrate exceptional strategic utilisation of cinema. In addition to impactful big screen advertising, entries may include campaigns that effectively leverage the high-attention medium to launch a new product, campaign, or message.

Nominees

Agria	Dentsu	Big Impact, Modest Budget: Cinema Powers Agria's Growth
Arla	Dentsu	Butter Up: How Lurpak Brought Christmas to the Big Screen
Jakemans	Bray Leino	Jakemans: Marvel in the Menthol
Currys Group PLC	Spark Foundry	Currys - Amazing US
Efteling	Mediaplus Connect	Big Screen Wonder: The Magic of Co-Viewing
Famille Perrin	Be Addressable	Precision on the Big Screen: How a Small Cinema Budget Delivers Great Results
Grace Kelly Childhood Cancer Trust	BBJ&K	You Know Them Best
The Gatsby Charitable Foundation	Mediaplus Connect	Talking Futures - Technical Education Opens Doors
Haleon	Spark Foundry	Corsodyl Horror - Blood in the Sink
Heathrow	Wavemaker	Heathrow Bears
Penfolds	Bicycle London	Penfolds Grange
Unilever	Mindshare	Pot Noodle - Dead Good Films

And the winner is:



The Judges said:

"An excellent example of a campaign with a small budget punching way above its weight. This entry showcased a combination of insight, precision planning and execution, using cinema as a cultural and attention-building engine to target a younger audience with high potential for growth."

The strong use of DCM's Cinemapper tool, alongside first-party sales data, ensured investment was focused on the most relevant audiences and locations, resulting in clear, compelling results."

Famille Perrin and Be Addressable

Precision on the Big Screen: How a Small Cinema Budget Delivers Great Results

La Vieille Ferme's first major UK advertising campaign proved how a small, highly focused budget, paired with the cultural power of cinema, can deliver outsized commercial impact.

Using 1st party sales data, CACI and DCM's Cinemapper, Famille Perrin mapped cinema locations directly to

high potential supermarkets, to convert interest at the most business critical points of purchase.

Cinema exposure lifted brand familiarity to 76% (+20pp) and positive perception to 88% (+9pp). Most importantly, cinema targeted store areas delivered 23.5% sales uplift versus control.



Best Use of Cinema (Large)

This category acknowledges campaigns exceeding £250,000 (DCM ratecard) that showcase exemplary strategic utilisation of cinema. In addition to impactful big screen advertising, cinema should have played a prominent role in the AV mix. The campaign should have been strategically informed by research, data, and planning tools, showcasing tangible evidence of how cinema contributed to the campaign's overall success.

Nominees

Adidas	EssenceMediacom	Adidas: Be Here Now... For the Cultural Moment of the year!
Aldi	Starcom	From Middle Aisle to Main Feature: Aldi's Cinema Journey
Disney, and Walt Disney World Florida	Publicis Imagine	Turning 2.36 Million Family Cinema Moments into Disney Holidays
Kia UK	Havas Media	Building an Independent Cinema Legacy
McDonald's	OMD UK	The ONE Where McDonald's Brought Friends to the Big Screen
Sainsbury's	PHD	The Unexpected Guest
Starbucks	Havas Media	Made In Starbucks

And the winner is:



McDonald's and OMD UK

The ONE Where McDonald's Brought Friends to the Big Screen

In a media first, McDonald's united Odeon, Cineworld and Vue for an unprecedented takeover of Leicester Square. Fans watched iconic episodes of Friends on the big screen, explored recreated sets, enjoyed exclusive experiences and shared the new McDonald's Friends Meal together.

The campaign sold out in under a week, generated more than one

million organic social impressions, inspired 86% of attendees to purchase a Friends Meal and delivered an impressive £3+ Return on Media Spend.

By turning a licensing launch into a live cultural phenomenon, McDonald's proved that the most powerful media doesn't just reach audiences – it brings them together.

The Judges said:

"A highly distinctive and ambitious use of cinema that turns audiences from viewers into active participants, demonstrating how a brand can pull through the full sales funnel in one go."

The hard work and attention to detail were evident in all aspects of this campaign, resulting in an outstanding communal fan-first experience that could only truly happen through cinema. The campaign evidenced excellent attendance, engagement and return on media spend."

"Brands should be doing more of this sort of work."

Best Creative Use of Cinema

This category honours campaigns showcasing innovative thinking and clever utilisation of new ideas within the cinema medium to deliver tangible results for advertisers.

Nominees

Disney+	Publicis Imagine	FX's Alien: Earth Lands in the UK
Haleon	Spark Foundry	Corsodyl Horror - Blood in the Sink
Hilton Hotels	Dentsu	Breathing New Life Into Hilton's "Hello"
Lotto	Hearts & Science	"It could be you"
McDonald's	OMD UK	The ONE Where McDonald's Brought Friends to the Big Screen
Netflix	iProspect	Wednesday Season Two: Infiltrating Summer
Nintendo	the7stars	Nintendo - Super Mario Galaxy Movie Blipverts
Nintendo	the7stars	Beyond the Big Screen
Unilever	Mindshare	TRESemmé Thermo Sculpt
Unilever	Mindshare	Lynx Cherry Spritz 4DX
Unilever	Mindshare	Pot Noodle - Dead Good Films

Highly commended

Unilever and Mindshare

Pot Noodle - Dead Good Films

**DEAD
GOOD
FILMS**



And the winner is:



The Judges said:

"A technically ambitious, genuinely pioneering campaign, rooted in a clear product truth. Lynx fully embraced cinema's unique capabilities, combining sight, sound and scent to maximise audience attention and engagement in a way that directly relates to the product."

Developing a bespoke scent for 4DX and synchronising it with movement and action represents genuine technical and creative innovation - everyone will want to copy this!"

Unilever and Mindshare

Lynx Cherry Spritz 4DX

When launching Cherry Spritz, a new addition to the Fine Fragrance range, Lynx wanted to prove the product's premium price point to its 16-34 target audience.

So, Lynx set out to make Cherry Spritz something audiences could experience using Cineworld's 4DX technology. The campaign synchronised a bespoke cherry scent, seat movement and screen action with a humorous ad, turning

a conventional cinema spot into a multi-sensory event.

The campaign delivered over 200,000 impressions and made Lynx the first fragrance brand to move 4DX scent technology beyond its pre-built film library into a bespoke, brand-created aroma. The result: relevancy rose +5.6 points year on year, turning a brand under pressure into a premium challenger audiences believed in.



[New] Excellence in Cinema Effectiveness

This category recognises campaigns that demonstrate outstanding effectiveness in cinema advertising. Entries should demonstrate how an insight-led media strategy, strategic cinema planning and measurement best practice delivered measurable brand and financial outcomes that can be specifically attributed to cinema.

Nominees

Agria	Dentsu	The Big Screen Effect: Delivering Measurable Growth for Agria
Confused.com	Zenith Media	From Zero to Hero: Transforming Cinema into Confused's Highest ROI ATL Channel
Colgate Palmolive	Wavemaker	Colgate Max White: How Colgate Turned Captive Attention into Toothpastes Most Effective Media Channel
Famille Perrin	Be Addressable	From Buzz to Business: Proving Cinema's Power to Drive Growth
Stellantis (Fiat)	Starcom	The Big Screen Test Drive: Fiat's Automotive Media First

And the winner is:



Confused.com and Zenith Media

From Zero to Hero: Transforming Cinema into Confused's Highest ROI ATL Channel

Confused.com saw an opportunity to rethink cinema's role in the AV plan, with a focus on efficiency.

Premium youth-targeted packs were replaced with an all-adults Audience Guaranteed Pack (AGP), reducing CPMs while preserving blockbuster presence. Initial results elevated cinema from a small launch line into a scalable, always-on channel.

Between 2024 and 2026, quarterly econometrics readings validated the model and justified greater investment. Cinema went on to become Confused's strongest above-the-line performer, consistently delivering over £2 returned for every £1 spent, building incremental reach among lighter TV viewers, and contributing to brand momentum.

The Judges said:

"Confused.com demonstrated a compelling commitment to turning cinema into an effective channel in a performance-obsessed category. Measurement was so rigorous and multi-layered, with every decision grounded in evidence."

"This entry demonstrates not just a successful campaign, but a sustained learning journey that transformed cinema from an econometrically weak tactic into the brand's highest-performing ATL channel, and helped change the business trajectory."



Best Long-Term Use of Cinema

This category honours brands that exhibit a sustained commitment to the cinema medium as a core element of their brand strategy. Entries should showcase how insights and strategic planning have been employed to leverage the power of cinema for brand-building purposes over an extended period of a minimum of 12 months.

Nominees

Disney+	Publicis Imagine	A Lifetime of Great Stories
Jet2	WPP	Phones Off, Taking Off: Jet2's Long-Term Cinema Strategy
Kia UK	Havas Media	Five Years of Championing Independent Cinema
McDonald's	OMD UK	From Happy Meal to Main Feature: Making Cinema a Long-Term AV Strategy
Samsung	Starcom	From Big Screen Presence to Blockbuster Impact

And the winner is:



The Judges said:

"A brilliant long-term commitment to cinema, evolving from traditional advertising into a broader partnership with independent cinemas over five years. The long-term strategy is distinctive, sustained and genuinely different from standard cinema buying."

The entry successfully demonstrates how long-term investment in cinema partnerships can deliver both meaningful cultural relevance and measurable brand outcomes. Kia really feels like a part of independent cinema."

Kia UK and Havas Media

Five Years of Championing Independent Cinema

Kia's commitment to championing cinema has grown over five years into the UK's definitive automotive partnership with independent cinema.

The partnership was built, and evolved, across four evolving pillars: sustained big-screen presence through the Gold Spot; a flagship partnership with Picturehouse cinemas; growing participation through the British Independent

Film Awards (BIFA), including supporting the new Cinema of the Year award; and genuine progress as DCM's lead caption partner, making every captioned screening more accessible.

Five years of sustained investment delivered real impact: 2.9m reached, brand recommendation up 270%, half of its audience viewed Kia as an EV leader, and incremental leads were up +25% year on year.

Cinema Champion of the Year

This category celebrates individuals or teams that demonstrate excellence in advocating for the power of cinema in the brands they represent.

Nominees

Alice Betterton	AV Manager, Starcom
Amit Raphael	AV Director Dentsu
Grace Whitley	AV Executive, The Kite Factory
Louis Monckton	Account Director, Havas Media
Generation Media	Making Cinema Impossible to Ignore
Mindshare	Unilever Audio Visual Team
OMD UK	From Nice-to-Have to Must-Have: How One Team Made Cinema Essential for McDonald's
Publicis Imagine	Publicis Imagine AV Team
Spark Foundry	Spark Cinema Co-ord Team

And the winners are:

Louis Monckton Havas Media



Louis has been an instrumental cinema advocate at Havas, most notably through his stewardship of the Kia independent cinema partnership.

Through meticulous research and strategic collaboration with media owners, Louis presented compelling proposals that not only retained the partnership for a record fifth year, but supercharged it to deliver against Kia's core brand pillars.

Beyond client work, Louis champions cinema across Havas, educating colleagues, and founding the monthly Havas Film Club.

The Judges said:

"Louis combines thoughtful client stewardship with genuine creative ambition and a passion for cinema. He champions cinema's long-term role in the media mix, driving continued investment and client confidence."

Spark Cinema Co-ord Team Spark Foundry



The Spark Cinema Co-ord Team has transformed cinema from a tactical add-on into a strategically planned channel embedded across the agency.

Agency-first initiatives, including Spark's first Cinema Wall, Cinema TV and Group Account Director engagement programme have strengthened media-owner relationships, increased planner knowledge and brought cinema earlier into the planning process.

The impact is significant: cinema investment is forecast to grow +17% YOY, while circa 90% of Spark brands now include cinema in media plans, demonstrating a fundamental shift in planning behaviour.

The Judges said:

"The Spark team has created a genuine agency-wide movement around cinema. They are a strong example of a team putting cinema at the forefront of planning, using agency-first initiatives and effectiveness evidence to drive greater adoption."



Cinema Campaign of the Decade

To mark the 10th edition of the Digital Cinema Media Awards, this category invites the industry to vote to select its favourite from the past nine Grand Prix winners.

Nominees

2025	Specsavers, MG OMD	Should've Gone To... Cinema
2024	RAF, MG OMD	Stimulating Senses With 4DX And The Royal Air Force
2023	Kia UK, Havas Media Network, Havas PLAY	Driving to the Electric Future with Independent Cinema
2022	Disney+, The Walking Dead, Publicis Imagine	Frighteningly Good: How Disney+ Jump Started Their 18+ Audience
2019	Lidl, Starcom	Lidl Movie Moments
2018	Coty Consumer Beauty UK, Zenith Media	Max Factor: Putting a Spotlight on the Leading Ladies of Cinema
2017	Channel 4, OMD UK	Channel 4 Paralympics
2016	Three and LG, Mindshare	I Know What You Unboxed Last Summer
2015	Heineken, Starcom Mediavest Group	Heineken Open Your Cities

And the winner is:



"Kia and Havas have achieved something truly incredible. When Grand Prix winners are up against one another, the competition is tough and voting is watertight. I'd like to share a huge congratulations on their win and thank all our previous winners for their amazing work. All have helped make this decade of cinema advertising special."

Davina Barker,
Chief Revenue Officer,
Digital Cinema Media

Kia UK, Havas Media Network, Havas PLAY

Driving to the Electric Future with Independent Cinema

Kia was ready to become a leader in electrification and reach a new target audience with little connection to the brand. With proven unparalleled attention, cinema was the ideal environment to land key messaging and establish emotional connection.

Kia wanted to go bigger than on-screen alone, collaborating with DCM to become the official long-term partner of Independent Cinema. This included owning the Gold Spot, fully integrating into the Picturehouse estate, and taking the partnership to local dealerships with a nationwide ticketing programme.

This partnership exceeded all expectations. The client celebrated this approach, commenting: *"This was an excellent opportunity to put the new Kia brand centre stage and on the big screen. The efforts from the team has led to fantastic results in both brand uplift and inspiring dealer engagement."*



Grand Prix

The Grand Prix is chosen by the judging panel solely from the winners of the five main entry categories (excluding Cinema Champion of the Year).

Nominees

Famille Perrin	Be Addressable	Precision on the Big Screen: How a Small Cinema Budget Delivers Great Results
McDonald's	OMD UK	The ONE Where McDonald's Brought Friends to the Big Screen
Unilever	Mindshare	Lynx Cherry Spritz 4DX
Confused.com	Zenith Media	From Zero to Hero: Transforming Cinema into Confused's Highest ROI ATL Channel
Kia UK	Havas Media	Five Years of Championing Independent Cinema

And the winner is:



The Judges said:

"This campaign was a clear stand-out. The McDonald's Friends Festival was a genuinely category-defining use of cinema that brought fandom together physically, united competing cinema businesses and turned a product launch into live culture. The strategy successfully put consumers at the heart of the experience while creating a clear path from engagement to purchase."

Cinema was used as a complete brand experience, fully embracing the scope of the medium, with robust evidence to support its effectiveness."

McDonald's and OMD UK

The ONE Where McDonald's Brought Friends to the Big Screen

Inspired by the iconic sitcom's spirit of friendship and shared experiences, McDonald's took the Friends fandom out of living rooms and onto the biggest shared screen of all.

The McDonald's Friends Festival united Odeon, Cineworld and Vue to take over Leicester Square, screening some of the most-loved episodes of Friends and creating

exclusive activations for fans to experience together.

Turning a licensing launch into a sold-out live cultural phenomenon, and with cinema at its heart, the campaign resulted in an impressive £3+ Return on Media Spend, inspiring 86% of attendees to purchase a Friends Meal.

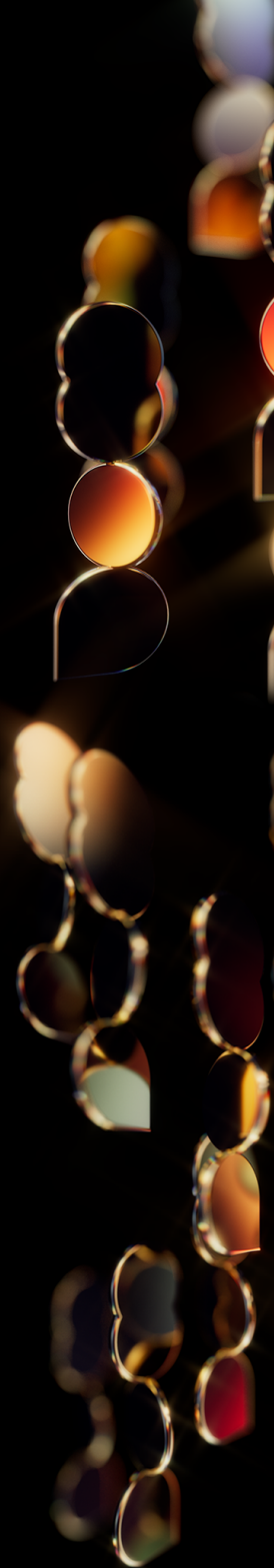
Could it BE any more iconic?

Thank you

Thank you from Digital Cinema Media and *Campaign* for your incredible support and attendance this evening.

The DCM Awards will be open for entries next year in 2027.

To find out more or contact our team,
visit dcm.co.uk





And now...
Let's celebrate!



Digital
Cinema
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campaign



dcm.co.uk