



# TAKEAWAYS FOR ADVERTISERS

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In today's fragmented media landscape where multi-tasking and ad avoidance is redefining how media is consumed, advertisers are facing increasing challenges to connect and engage with consumers.

Cinema advertising offers unrivalled impact, and its unique ability to deeply engage with an 'opt in', captive and highly attentive audience in a unique environment sets it apart from other advertising mediums.

Given the overall findings from our research, we suggest the following for advertisers:

**1** In addition to advertising at key cinema locations and on top screens, advertise your brand alongside upcoming anticipated blockbusters and across a range of movie genres.



**2** Effective on-screen cinema advertising (for greater ad recall) requires a different approach to TV ads. Aim for longer ads with more story-telling that makes it more memorable.



**3** Don't restrict your brand to on-screen pre-movie advertising. Combine off-screen with on-screen advertising for greater campaign effectiveness.



**4** Make cinema advertising an integral part of your brand's broader media mix for greater campaign impact.







**MOTIVATE VAL MORGAN**  
c i n e m a a d v e r t i s i n g



**THANK YOU!**