



KEY FINDINGS



Key Findings



83.1% of moviegoers visit the cinema **once per month or more**

7 out of 10 moviegoers prefer going to a cinema **10 to 15 minutes or more than 15 minutes** prior to the **start of a movie**



3 out of 5 moviegoers **switch channels** during **advertisements on TV**, and **71.5%** are likely to pay **more attention** to a **cinema screen** than a **TV screen**

1 in 2 moviegoers are likely to **pay attention** to **advertisements** screened in **cinema**



Key Findings

84.6% of moviegoers prefer watching an upcoming **blockbuster** at the **cinema**, of which **1 in 2** plan to watch a blockbuster as soon as the trailer is out



3 out of 5 moviegoers are likely to go to the **cinema** early if the movie is an **anticipated blockbuster**



3 in 4 moviegoers are likely to **dine out** after watching a **blockbuster** at the **cinema**



62% of cinemagoers are likely to **buy** a **product sampled** at the **cinema**





TAKEAWAYS FOR ADVERTISERS

Takeaways for Advertisers

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.

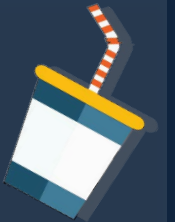
Cinema advertising offers unrivalled impact, and its unique ability to deeply engage with an 'opt in', captive and highly attentive audience in a unique environment sets it apart from other advertising mediums.

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.





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THANK YOU!