

TV

ONLINE

CINEMA

CINEMA VS. TV & DIGITAL



Likeability to do the Following:

Pay more attention to a cinema screen than a TV screen

Sample Base: 460 Respondents



Switch channels during ad breaks when watching TV

Sample Base: 460 Respondents



Pay attention to advertisements before a movie at the cinema

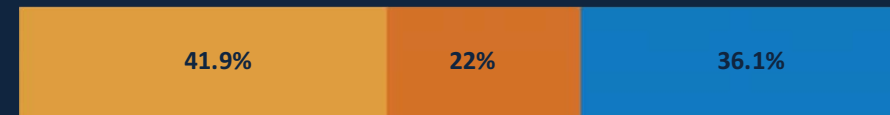
Sample Base: 500 Respondents



You CAN'T fast forward Cinema Ads

Talk to a friend during a movie at the cinema

Sample Base: 500 Respondents



VERY LIKELY/SOMEWHAT LIKELY

NEUTRAL

SOMEWHAT NOT LIKELY/NOT LIKELY

Likeability to do the Following:

Check mobile phone while watching TV



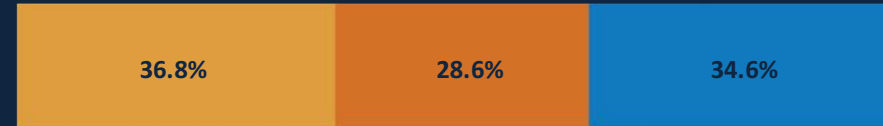
Sample Base: 460 Respondents



Check mobile phone during a movie at the cinema



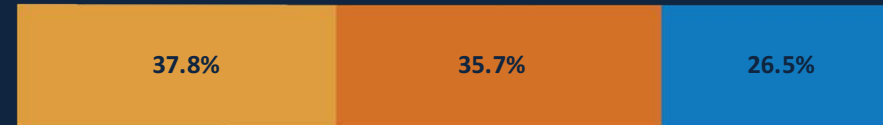
Sample Base: 500 Respondents



Engage with online ads



Sample Base: 500 Respondents



Skip ads before YouTube videos



Sample Base: 500 Respondents



 VERY LIKELY/SOMEWHAT LIKELY

 NEUTRAL

 SOMEWHAT NOT LIKELY/NOT LIKELY

Top 10 On-screen Ads Recalled – Industries



54.6%

Food and Beverage



46.3%

Telecommunications



42.2%

Automobiles
and Services



34.4%

Fashion
And Clothing



33.6%

Electronics and Electricals,
Communications



26.6%

Restaurants and Cafes



23.9%

Banking, Finance
And Insurance



23.6%

Amusement, Recreation
and Leisure



20.1%

Properties and
Real Estate



18.9%

Healthcare, Medical
and Hospitals

• Please Note: This was a multiple choice question

Sample Base: 500 Respondents

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Top Paid On-screen Ads Recalled – Brands



• Please Note: A majority of the brands featured above have run 45 sec. or more cinema commercials with Motivate Val Morgan

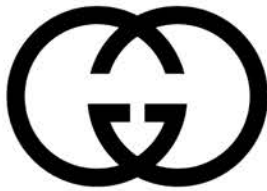
Sample Base: 500 Respondents

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Top Off-screen Ads Recalled – Brands

UAE XCHANGE[®]
Service is our Currency

Johnson & Johnson



GUCCI
GUILTY
ABSOLUTE

SEIKO




SOUQ AL HARAJ
FOR CARS



VERSACE
pour homme
**DYLAN
BLUE**

 **LODHA**

**narciso
rodriguez**



DOUBLETREE
BY HILTON™

• Please Note: Off-screen cinema advertising include product activations, sampling and foyer stands

Sample Base: 500 Respondents

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Likeability to do the Following:

Buy from a store
advertised in cinema



39.1%

37.4%

23.5%

Buy food & beverage products
advertised in cinema



52.6%

31%

16.4%

Buy a product sampled and
enjoyed at the cinema



62%

25.5%

12.5%

 VERY LIKELY/SOMEWHAT LIKELY

 NEUTRAL

 SOMEWHAT NOT LIKELY/NOT LIKELY