

## Cinema – A Unique Audience



*“I want to top expectations.  
I want to blow you away”*

– Quentin Tarantino –

# CINEMA 360



MOTIVATE VAL MORGAN  
cinema advertising



AUDIENCE



ADVERTISING



MOVIES

Commissioned by Motivate Val Morgan – market leader in cinema advertising across the Middle East, Ipsos – global market and opinion research specialist, recently conducted a study to decipher movie-going audiences and measure the effectiveness of cinema advertising in the UAE.

The report, **Cinema 360: Audience, Advertising and Movies**, examines the following:

- Cinemagoers: habits and preferences
- Cinema vs TV and Digital Mediums
- Movie genre insights for specific audience targeting

The study validates the distinctive power of cinema as a medium for entertainment and advertising: premium first-run content, delivered to a captive and engaged audience, in an impactful environment, can deliver significant uplift and value to advertising budgets.

# CINEMA 360 - 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**



# CINEMA 360 - 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**

# CINEMA 360 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

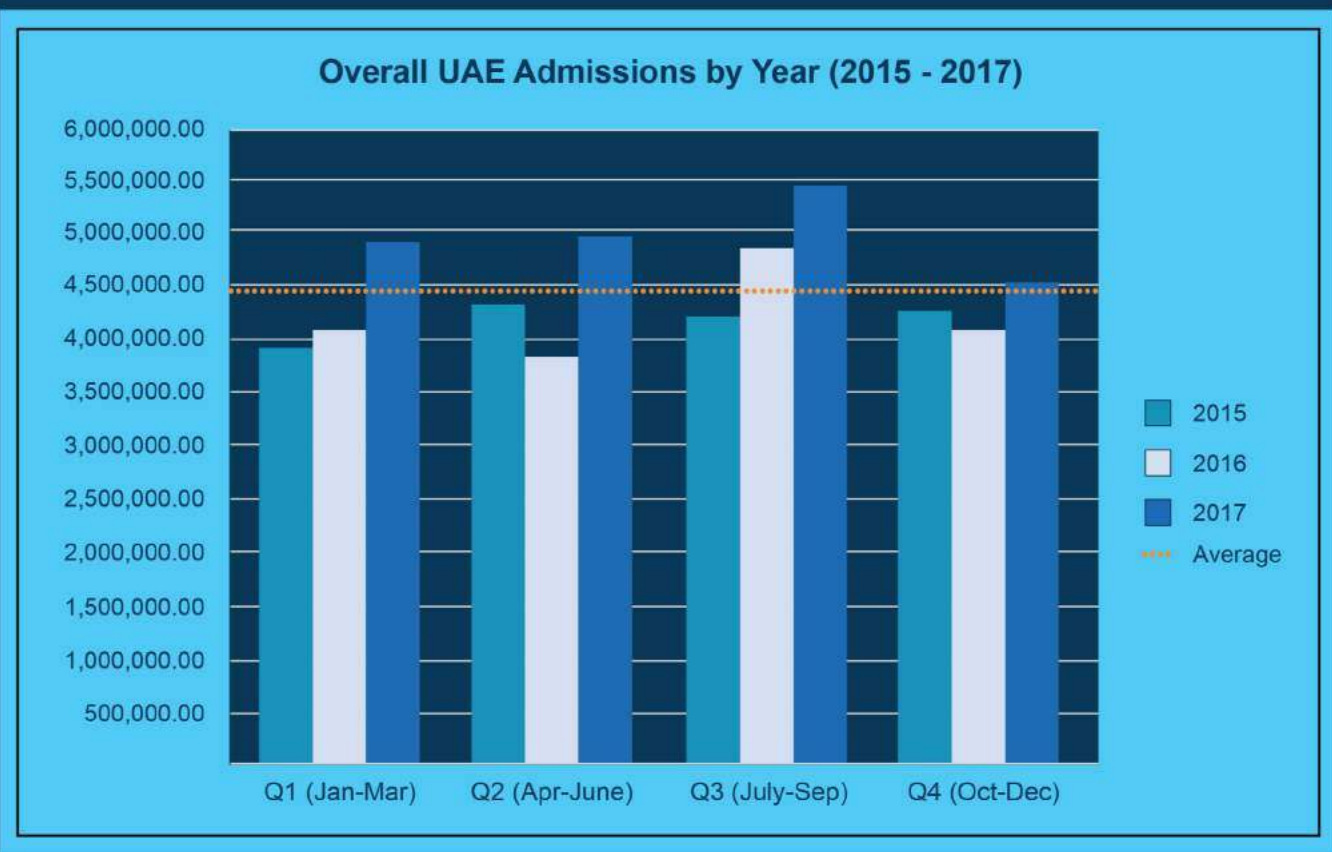
Don't restrict your brand to on-screen pre-movie advertising. Combine off-screen with on-screen advertising for greater campaign effectiveness.



4

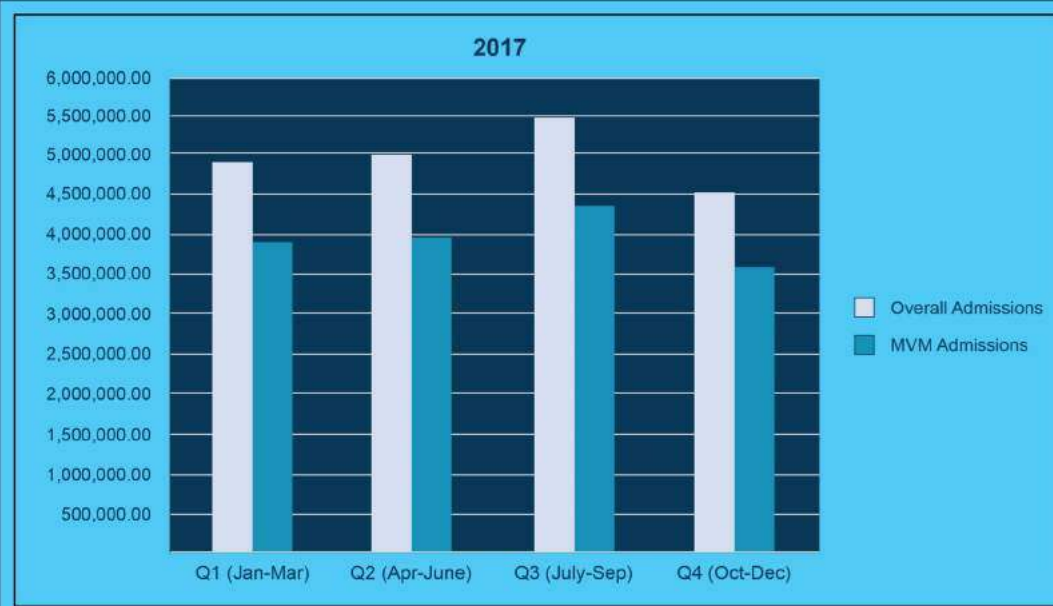
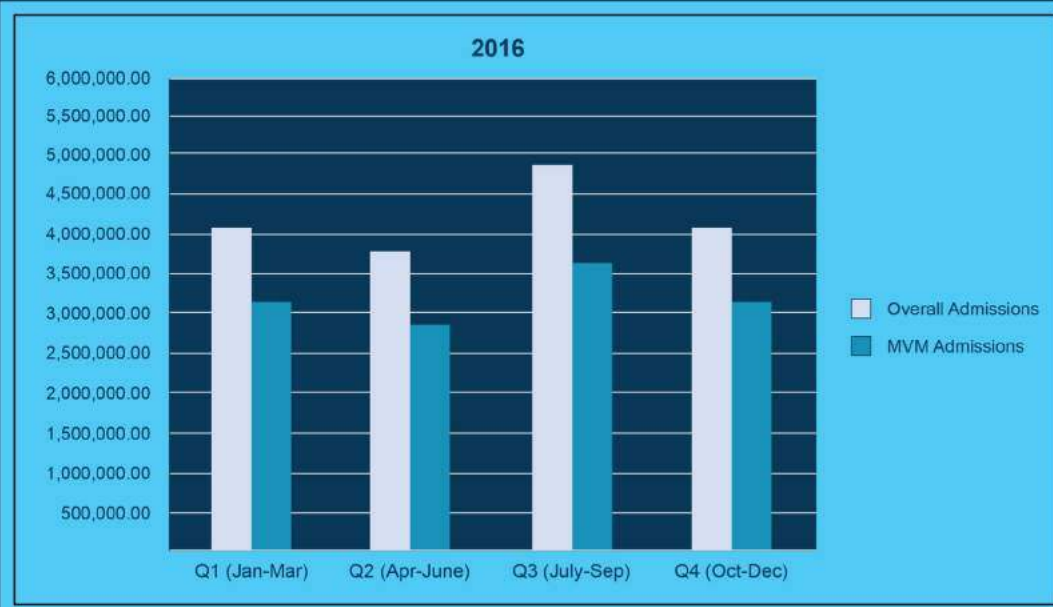
Make cinema advertising an integral part of your brand's broader media mix for greater campaign impact.





**Cinema ensures consistent  
total audience delivery  
across all periods**

Overall UAE Admissions by Year (2015 - 2017) is only for **English** and **Arabic** Movies



**Overall UAE Admissions**

**vs.**

**MVM Admissions**

# Overall Admissions in 2017 – Motivate Val Morgan Regional Circuit



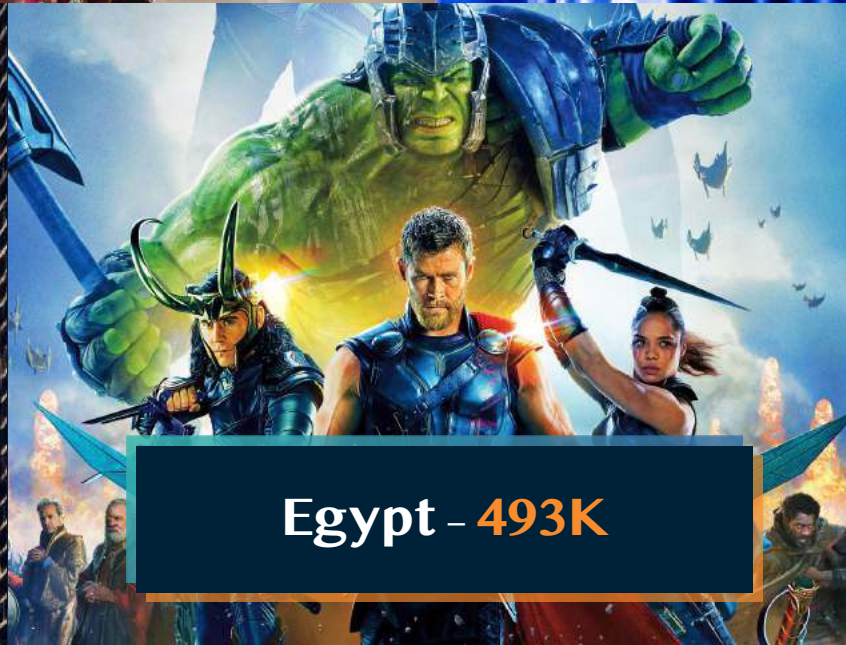
UAE – 21.6M



Oman – 3.6M



Lebanon – 563K

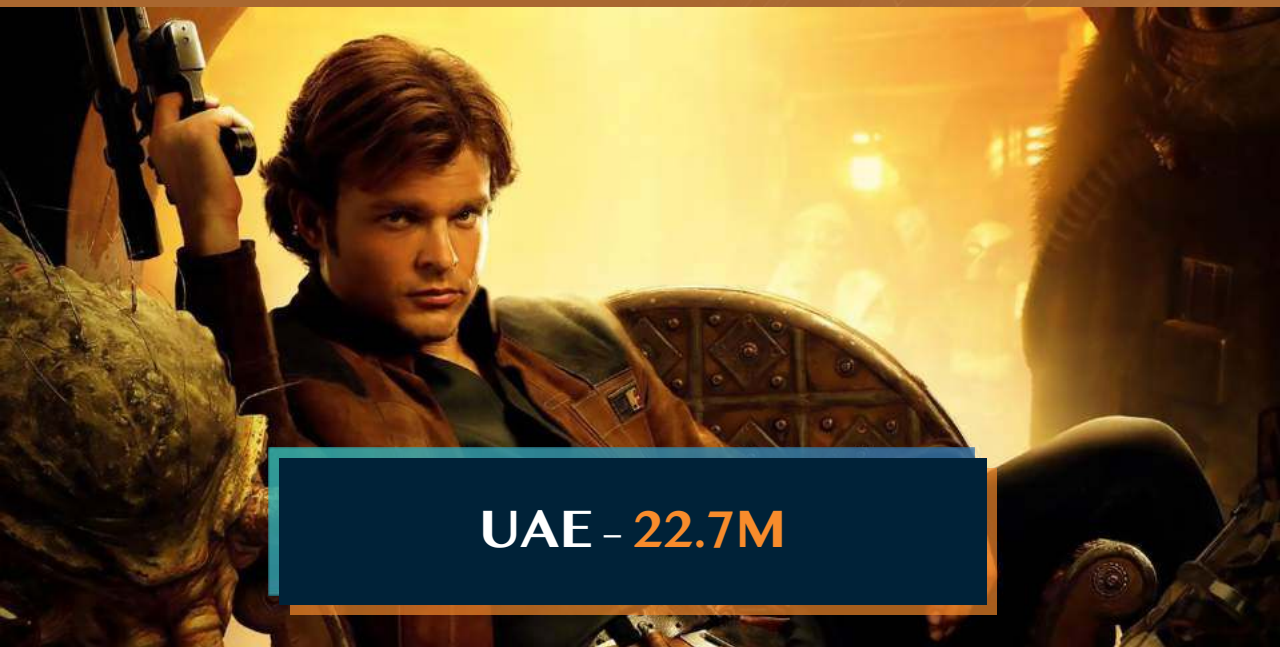


Egypt – 493K



Qatar – 315K

# Forecasted Admissions in 2018 – Motivate Val Morgan Regional Circuit



UAE – 22.7M



Oman – 3.8M



Lebanon – 600K



Egypt – 600K to 650K



Qatar – 600K