

CARREFOUR CASE STUDY

How Carrefour leveraged CinePlan's 'By Admissions' approach for their debut on-screen campaign for a cinematic comeback

Background

Carrefour, a global hypermarket chain under the Majid Al Futtaim umbrella, sought to enhance the impact of their 'Carrefour Friday Sale' campaign.

The primary objective was to efficiently reach a wider audience, aligning with the demographics expected at cinemas leading up to the FIFA 2022 World Cup.

Solution

Having previously piloted an off-screen cinema campaign in 2019, Carrefour's debut on-screen campaign aimed to promote the 'Friday Sale' to a more extensive cinema demographic in a cost-effective manner. To achieve this, Motivate Val Morgan recommended CinePlan's 'By Admission' approach at two prominent cinema locations in Doha, Qatar, reaching a combined audience of 25,000.

Results

Achieved over
88%
of the booked admissions at both
locations within a two-week timeframe

Surpassed
100%
of the booked admission
target within three weeks

Conclusion

In leveraging CinePlan's 'By Admissions' methodology, Carrefour achieved its goal of effectively engaging a wide and diverse audience in a remarkably cost-efficient manner. Furthermore, by surpassing its objective within just three weeks, the optimization of advertising efforts underscored the successful outcome of this campaign.

