BYD SHARK

Cinema Advertising Effectiveness Research 2026 - Quick Take

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UAE Market | December 2025

EVERYONE KNOWS BYD. THEIR NEWEST TRUCK NEEDED A STAGE.

BYD commands 99% brand awareness in the UAE. With the launch of the BYD SHARK pickup truck, cinema was deployed to drive product awareness, consideration, and purchase intent among UAE cinema-goers.

Can a single cinema campaign take the BYD SHARK from unknown to unmissable?

Brand Lift Study | N=300 | UAE Cinema-Goers | December 2025
Control group: n = 150 (cinemas without BYD SHARK ad).
Exposed group: n = 150 (cinemas with BYD SHARK ad).
Sampling method: Quota sampling based on cinema attendance.

BRAND AWARENESS

99%

TRUCK AWARENESS

58%

Can a single cinema campaign take the BYD SHARK from unknown to unmissable?

ONE CAMPAIGN. FULL-FUNNEL IMPACT.

All lifts statistically significant (p<0.05). 100% ad recognition. 97% correctly identified BYD.

TRUCK AWARENESS	PURCHASE INTENT	FAVOURABILITY	CONSIDERATION
Control	Control	Control	Control
58%	60%	67%	88%
Exposed	Exposed	Exposed	Exposed
96%	79%	85%	95%
+38pts	+19pts	+18pts	+7pts

NO SKIP. NO SCROLL. FULL ATTENTION.

Cinema's captive environment delivers what other channels can't – guaranteed, undivided attention on the biggest screen.

86%
ATTENTION
felt focused

85%
LIKEABILITY
liked the ad

86%
MEMORABILITY
found it memorable

Cinema attention (86%) vs. TV (43%) vs. Digital display (11–29%)

Source: Lumen Research & TVision (2023). Cross media attention data.
Source: MVM Brand Lift Study - BYD

CINEMA IS A PRODUCT LAUNCH MEDIUM.

When your brand is known but your product is new, Cinema delivers what product launches demand: breakthrough awareness, full-funnel persuasion, and an audience that stays with your message long after the screen fades.

+38pts

Truck awareness lift 58% to 96%

+19pts

Purchase intent lift 60% to 79%

86%

Found the ad memorable in cinema

SEEN. REMEMBERED. CONSIDERED. THAT'S CINEMA.

Want the full picture? Access the complete BYD SHARK Brand Lift Study for detailed methodology, demographic breakdowns, and strategic recommendations