

BYD

Cinema Advertising Effectiveness Research



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Presented by: Motivate Val Morgan

UAE Market | December 2025

EXECUTIVE SUMMARY

Research Objective: Measure the incremental impact of BYD SHARK cinema advertising on brand awareness, product awareness, consideration, favorability, and purchase intent.

Method: Brand Lift Study comparing cinema exposed and non exposed audiences.

Metric	Control	Exposed	Lift
Brand Awareness (Unaided)	0%	3%	+3pts
Awareness of Truck Variant	58%	96%	+38pts
Purchase Intent	60%	79%	+19pts
Favorability	67%	85%	+18pts
Consideration	88%	95%	+7pts

Conclusion: Cinema advertising drove statistically significant lifts across all primary KPIs, with results exceeding industry benchmarks.



KEY INSIGHTS

Strategic Insights from Research:

Cinema Drives Awareness

In a category with many strong deeply established brands, Cinema lifted master brand awareness and significantly raised product awareness.

- 23% spontaneous ad recall.
- +3% uplift in spontaneous brand awareness (from zero base control group).
- +38% uplift in pickup truck awareness (58% - 96%).

↳ Insight: Cinema advertising cuts through and is noticed.

Cinema Creates Full-Funnel Impact

- Purchase intent: +19pts.
- Favorability: +18pts.
- Consideration: +7pts.

↳ Insight: Cinema persuades and motivates action.

Cinema Hits a Receptive and Engaged Audience

- 86% attention/focus in cinema.
- 85% liked the ad.
- 86% felt the ad was memorable.

↳ Insight: Cinema delivers an environment for ads to be seen and stand out.

Cinema Reinforces Market Leadership

- BYD already leading (88% consideration).
- Cinema extended lead: 9pts.

↳ Insight: Cinema can build on strength, not just fix weakness.

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RESEARCH METHODOLOGY

STUDY DESIGN

Research Design: Brand Lift Study (Exposed vs. Control)

Methodology:

- Post-exposure cross-sectional survey.
- Online questionnaire via mobile/web.
- Field period: 10 – 22 December 2025.
- Average completion time: 5 – 10 Minutes.

Sample:

- Total n = 300.
- 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.

Target Audience:

- UAE residents aged 18+.
- Visited cinema in past 2 weeks.
- Gender: Natural fall.



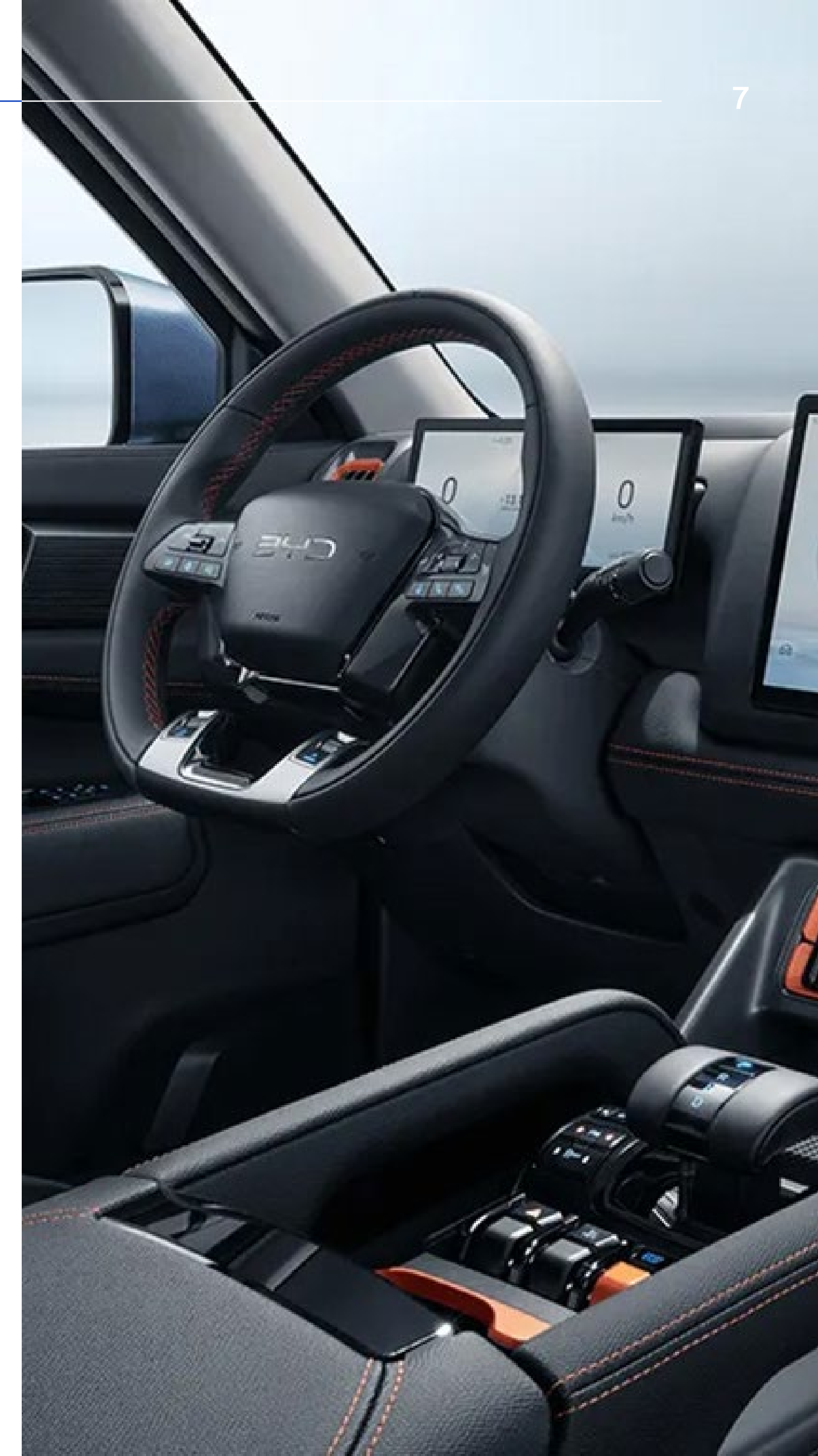
CINEMA ALLOCATION

Exposed Cinemas (n=3):

Cinema	Respondents	% Sample
VOX Cinemas – Yas Mall	40	26.7%
VOX Cinemas – Mall of the Emirates	64	42.7%
Reel Cinemas – The Dubai Mall	46	30.6%
Total Exposed	150	100%

Control Cinemas(n=17):

All other UAE cinemas where BYD SHARK advertising did not run during the campaign period.
Sample distributed across: VOX locations in Dubai, Abu Dhabi, Sharjah, Ajman.



QUESTIONNAIRE STRUCTURE

Screening (3 questions):

- S1: Age screening (18+ required).
- S2: Gender.
- S3: Cinema location visited (past 2 weeks).
 - > Determines control/exposed.

Main Questionnaire (13 questions):

Unaided Metrics:

- Q1: Unaided brand awareness (car brands).
- Q3: Unaided ad recall (cinema advertising).

Aided Metrics:

- Q2: Aided brand awareness (BYD vs. competitors).
- Q6: Brand consideration (would purchase).
- Q7: Brand favorability (5-point scale).
- Q8: Truck awareness (yes/no).
- Q9: Truck purchase intent (5-point scale).

Ad Recognition:

- Q4: Ad recognition (shown masked ad).
- Q5: Brand identification (which brand?).

Touchpoints & Diagnostics (conditional):

- Q10: Media touchpoints (if Q4=Yes).
- Q11-Q13: Ad attention, likeability, memorability (if exposed & Q4=Yes).

STATISTICAL METHODOLOGY

This study measures the incremental impact of cinema advertising using a brand lift methodology:

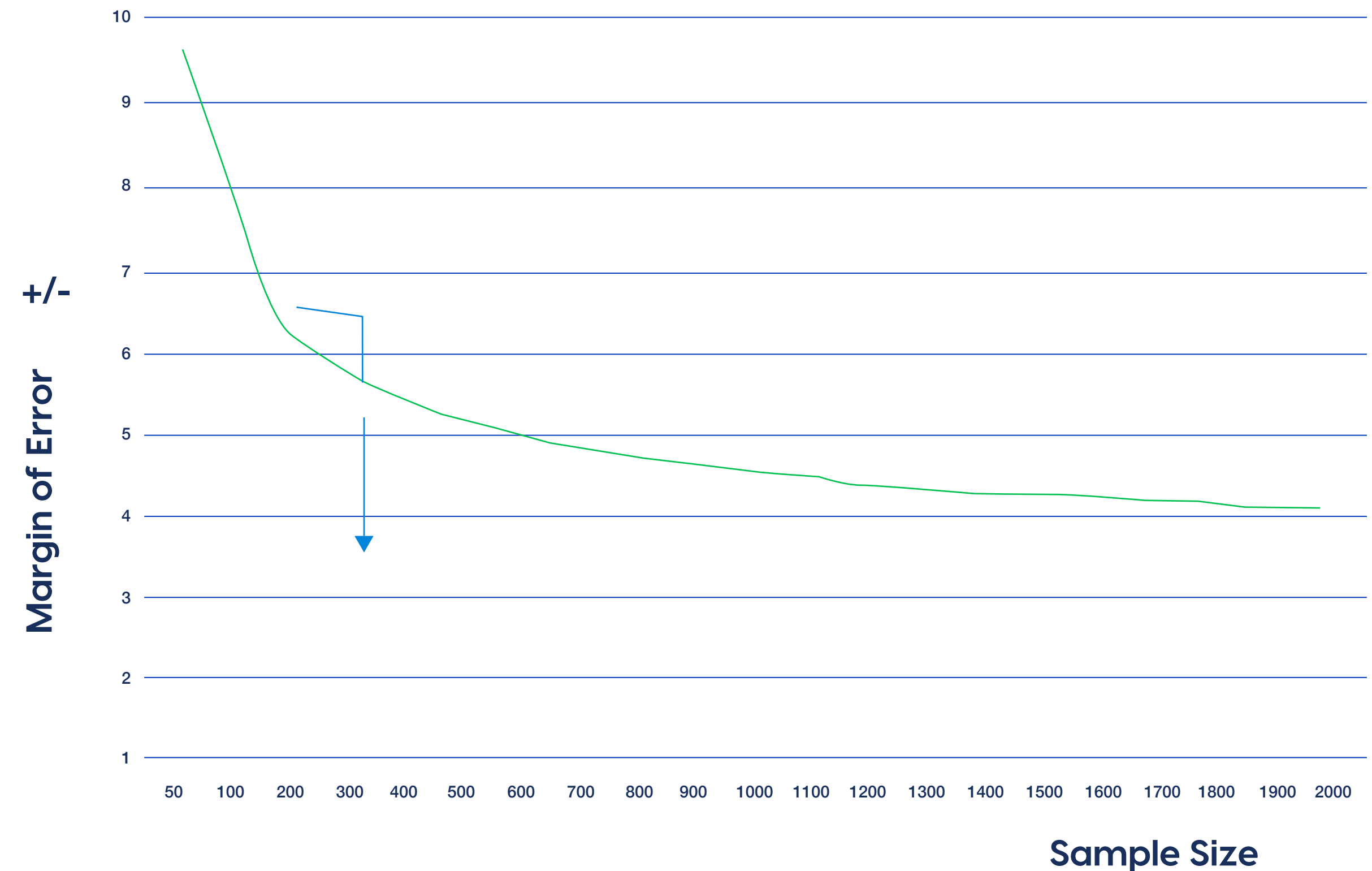
Sample Design:

- N=300 (Control: 150, Exposed: 150).
- UAE cinema-goers aged 18+.
- Margin of error: $\pm 5.6\%$ at 95% confidence.

Analysis:

- Two-proportion z-tests comparing control vs. exposed groups.
- 95% confidence level applied.
- All reported lifts are statistically significant ($p < 0.05$).

Interpretation: Results demonstrate the causal effect of BYD SHARK cinema advertising on key brand metrics.



LIMITATIONS & ASSUMPTIONS

Assumptions

- Control and Exposed groups are comparable within the cinema-going audience.
- Cinema exposure provides a high-attention environment, supporting reliable ad recall.
- Creative execution and placement were consistent throughout the campaign.
- External marketing factors affected both groups equally.

Limitations

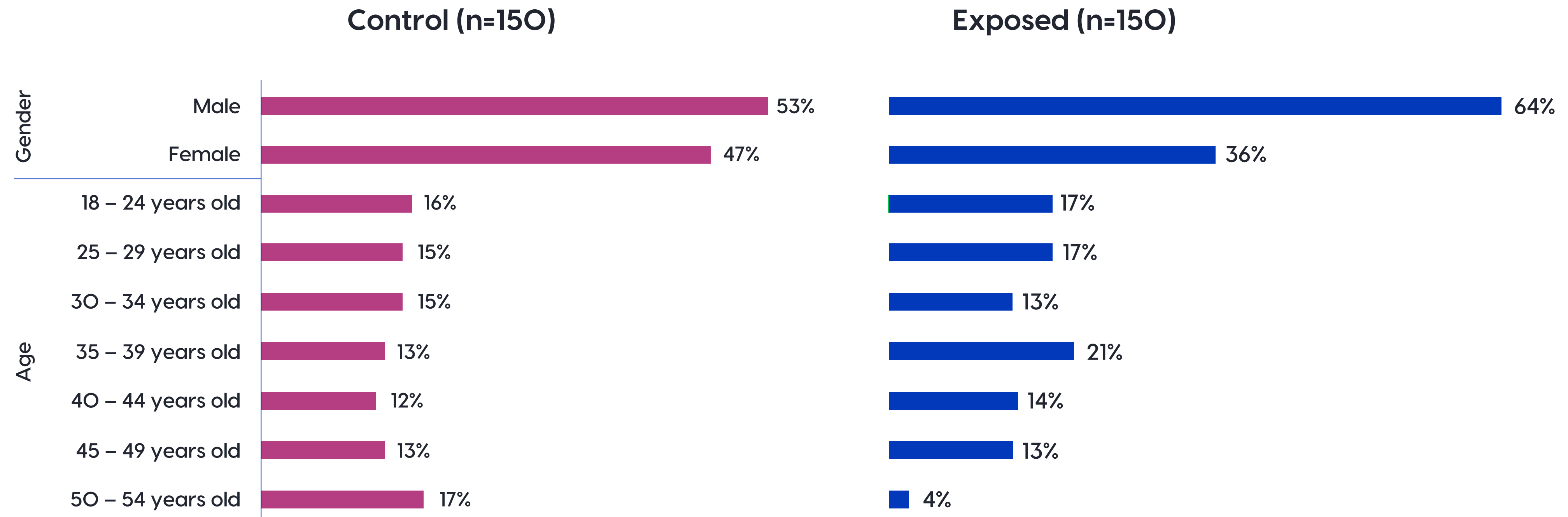
- Possible minor cross channel exposure outside cinema.
- Ad exposure is based on self-reported recall and post exposure only.
- Result shows incremental cinema exposure vs non-cinema.
- Sample size limits deeper cuts by location, movie genre, or session time.



SAMPLE COMPOSITION

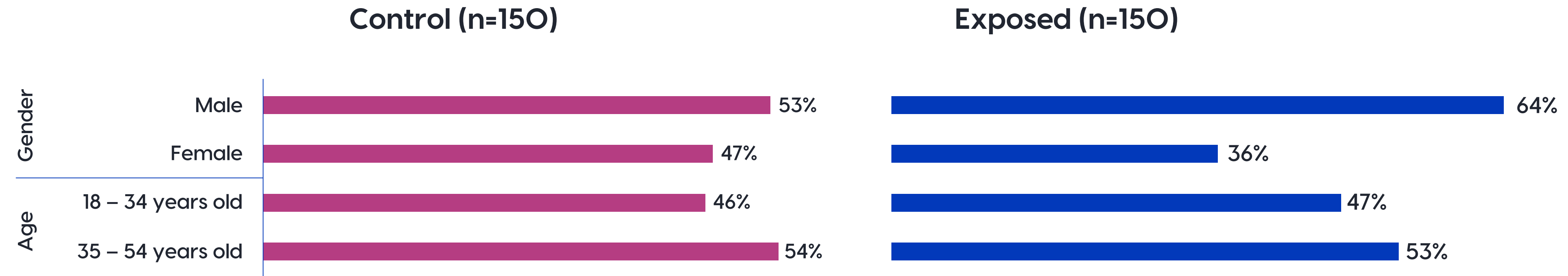
DEMOGRAPHIC PROFILE - AGE & GENDER

Exposed group skews slightly younger (35-39 peak vs. 50-54 in control). This is consistent with premium cinema locations attracting younger demographics. Exposed group has higher male representation (64% vs. 53%) – a skew that is typical for automotive category research.



DEMOGRAPHIC PROFILE - AGE & GENDER

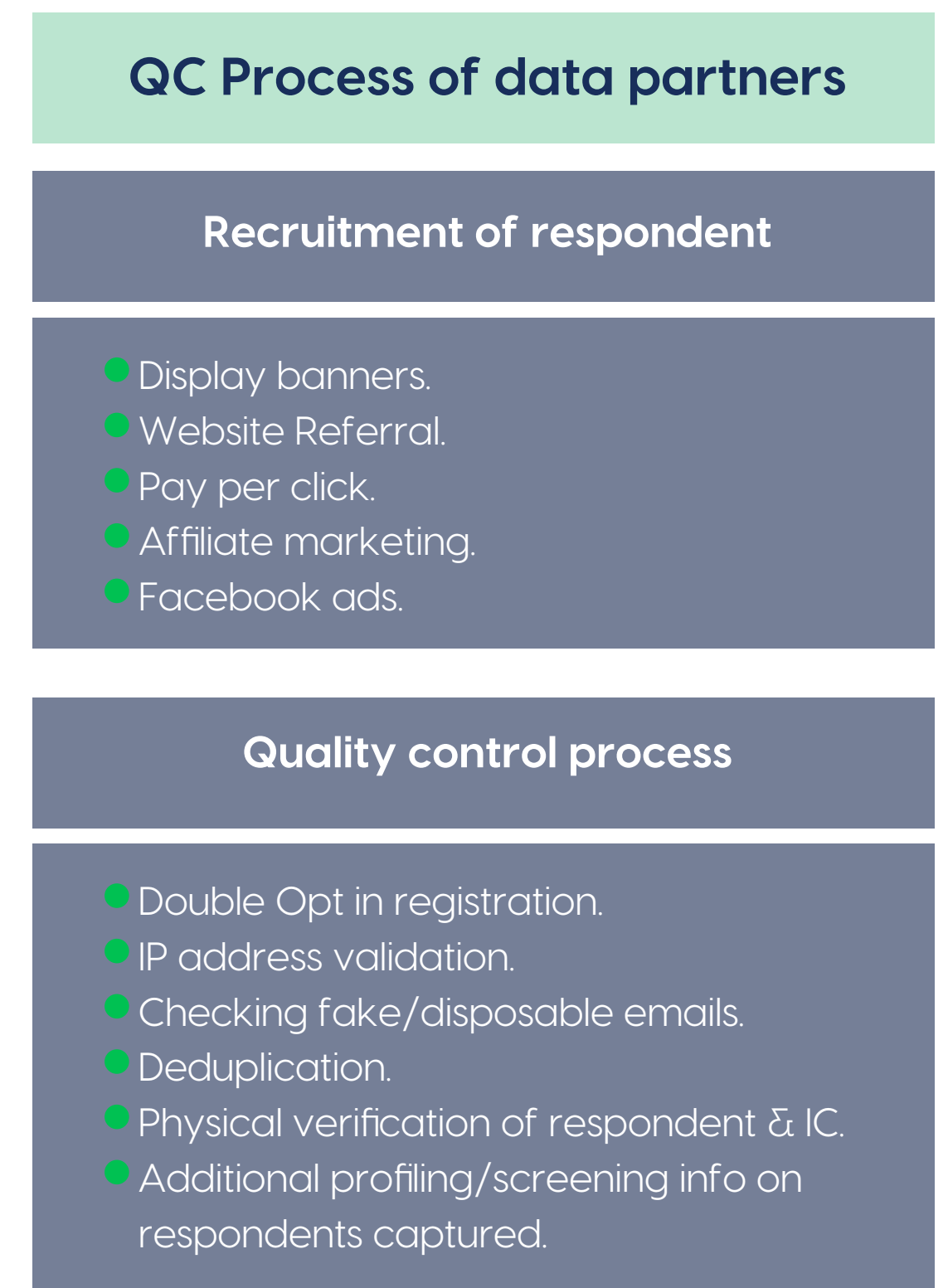
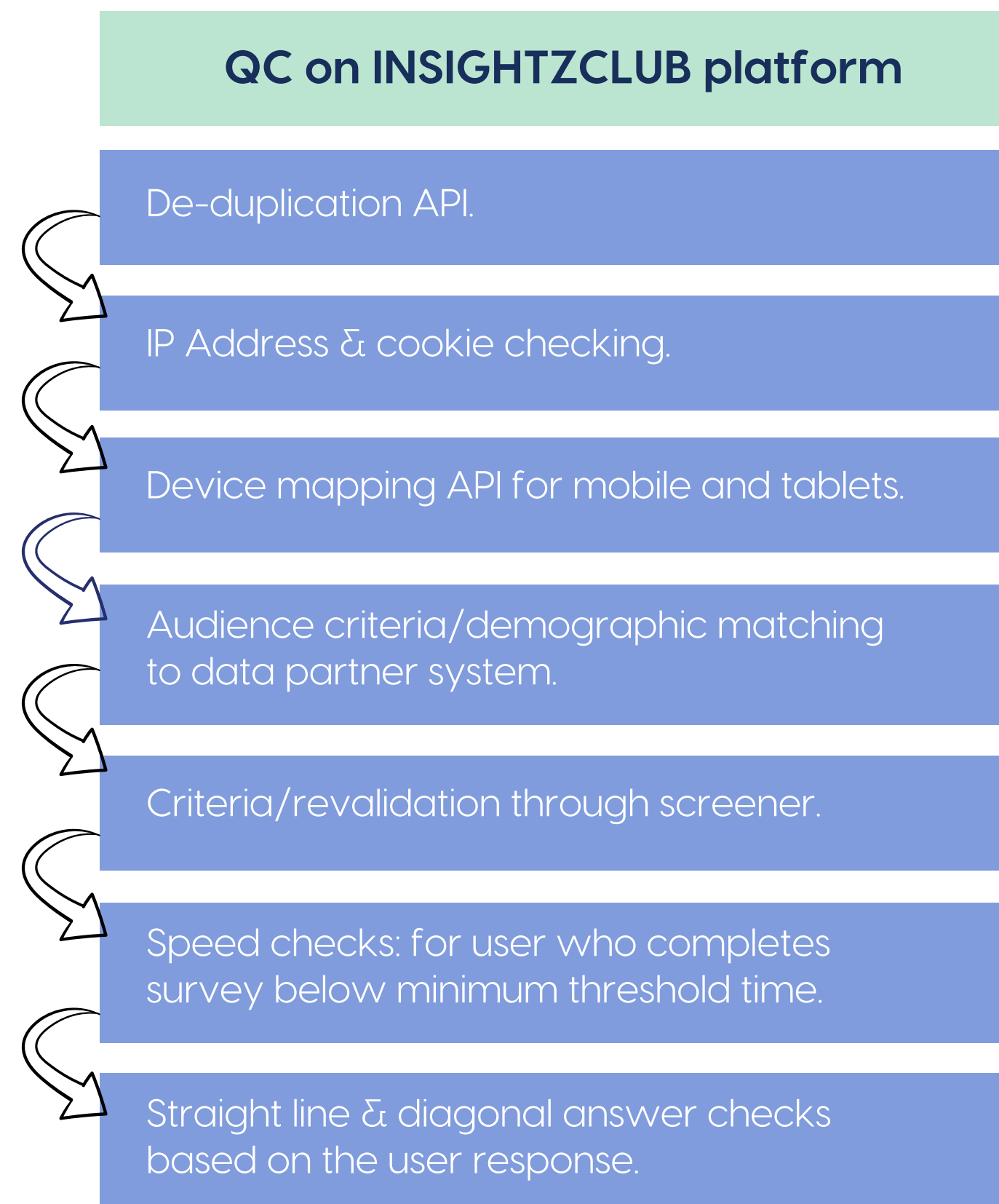
Exposed group has higher male representation (64% vs. 53%) – consistent with automotive category research. Age distribution is similar across both groups (18-34: 46% control, 47% exposed).



N=300
Fieldwork Period : 10 – 22 Dec 2025

SAMPLE QUALITY METRICS

- Total surveys started: 677.
- Completion rate: 44.4%.
- Average completion time: 5 – 10 minutes.
- Contamination rate: 1 out of 300 complete samples.

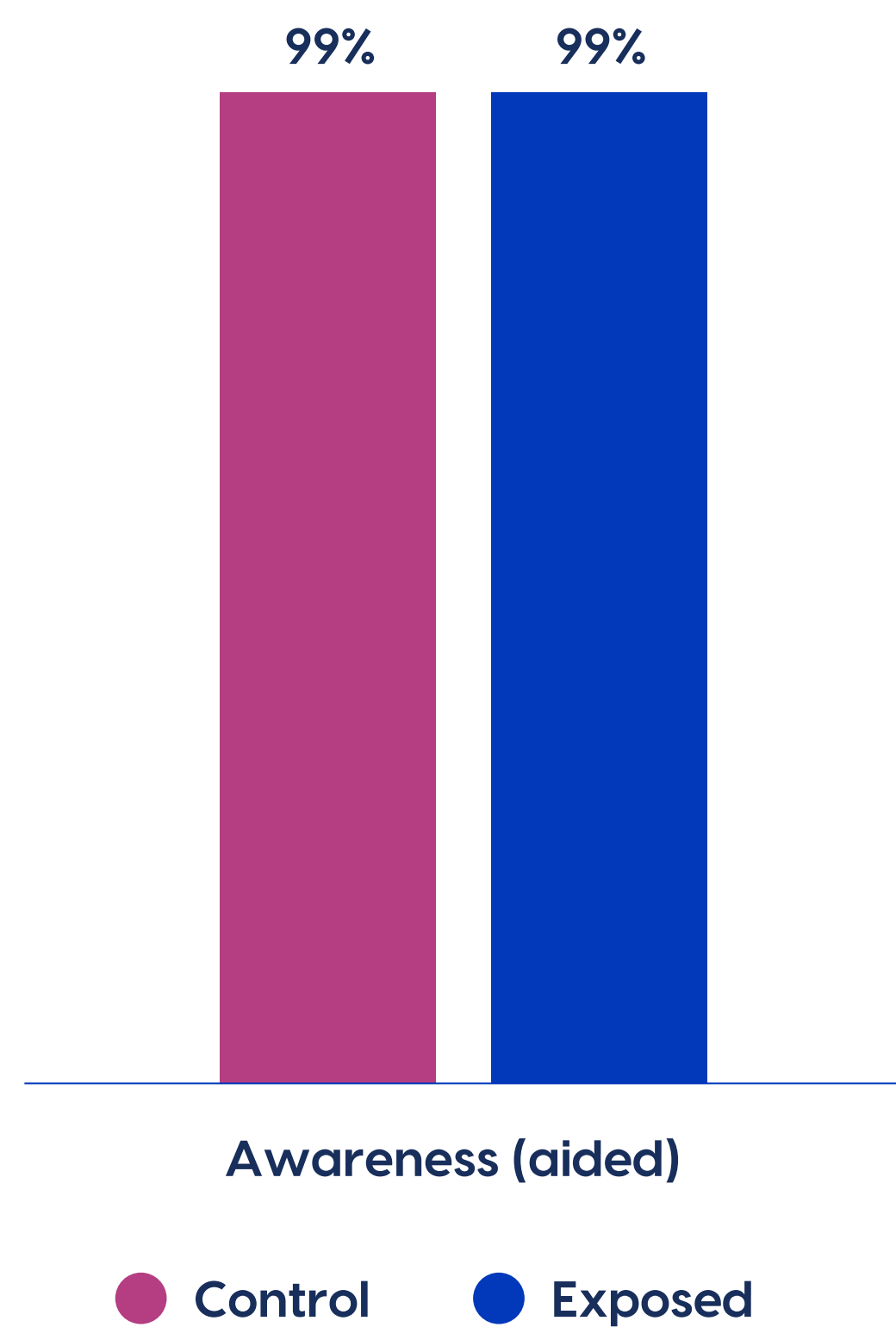


*overachieving our target of 300 respondents.

PRIMARY FINDINGS

BRAND AWARENESS (AIDED)

Question: "Which of these car brands are you aware of?"



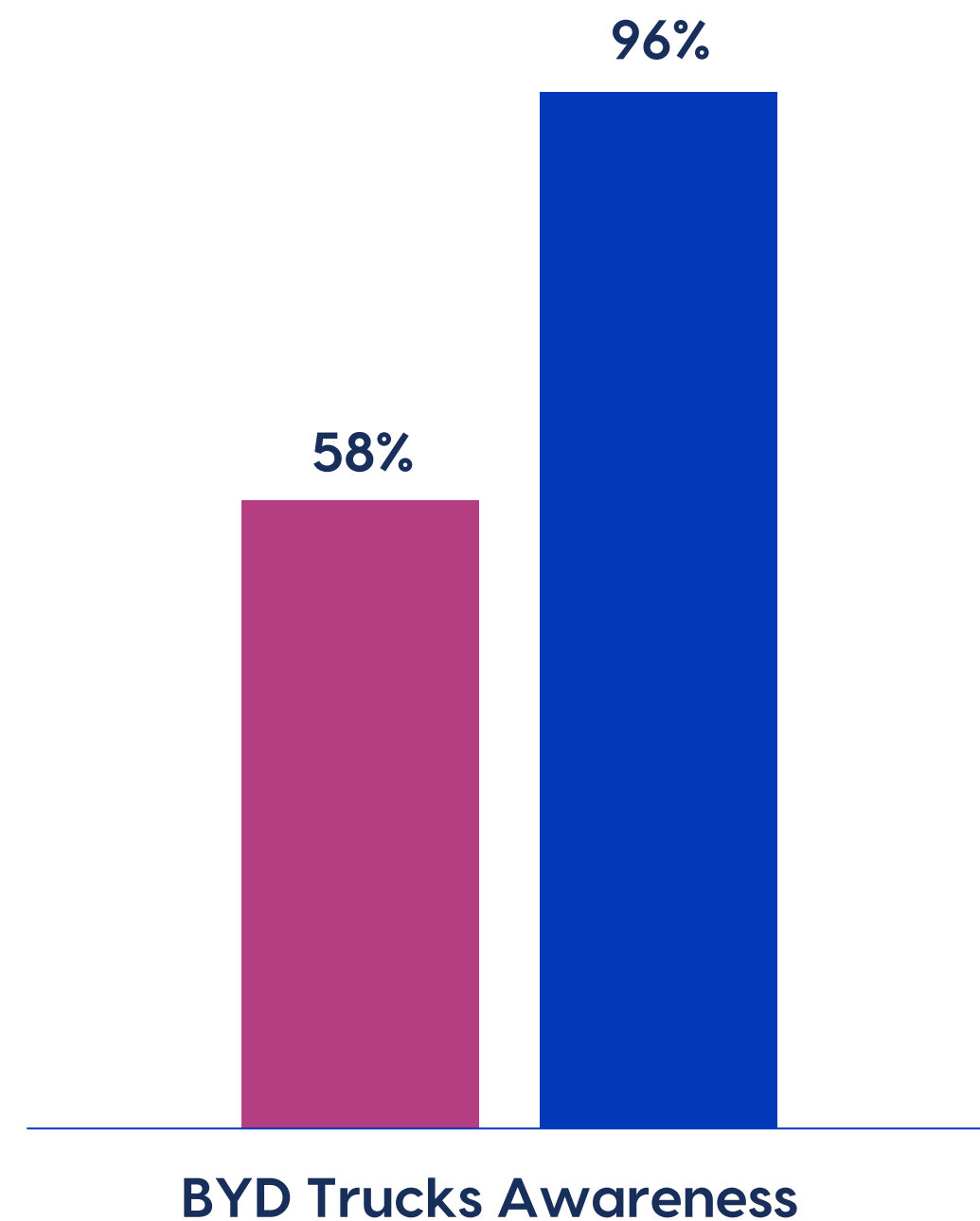
Findings:

- BYD already has universal awareness (99%) - ceiling effect. No significant lift in BYD brand awareness.
- Campaign objective was PRODUCT awareness, not brand awareness.



PRODUCT (BYD TRUCK) AWARENESS

Question: "Are you aware that BYD makes pickup trucks?"



● Control ● Exposed

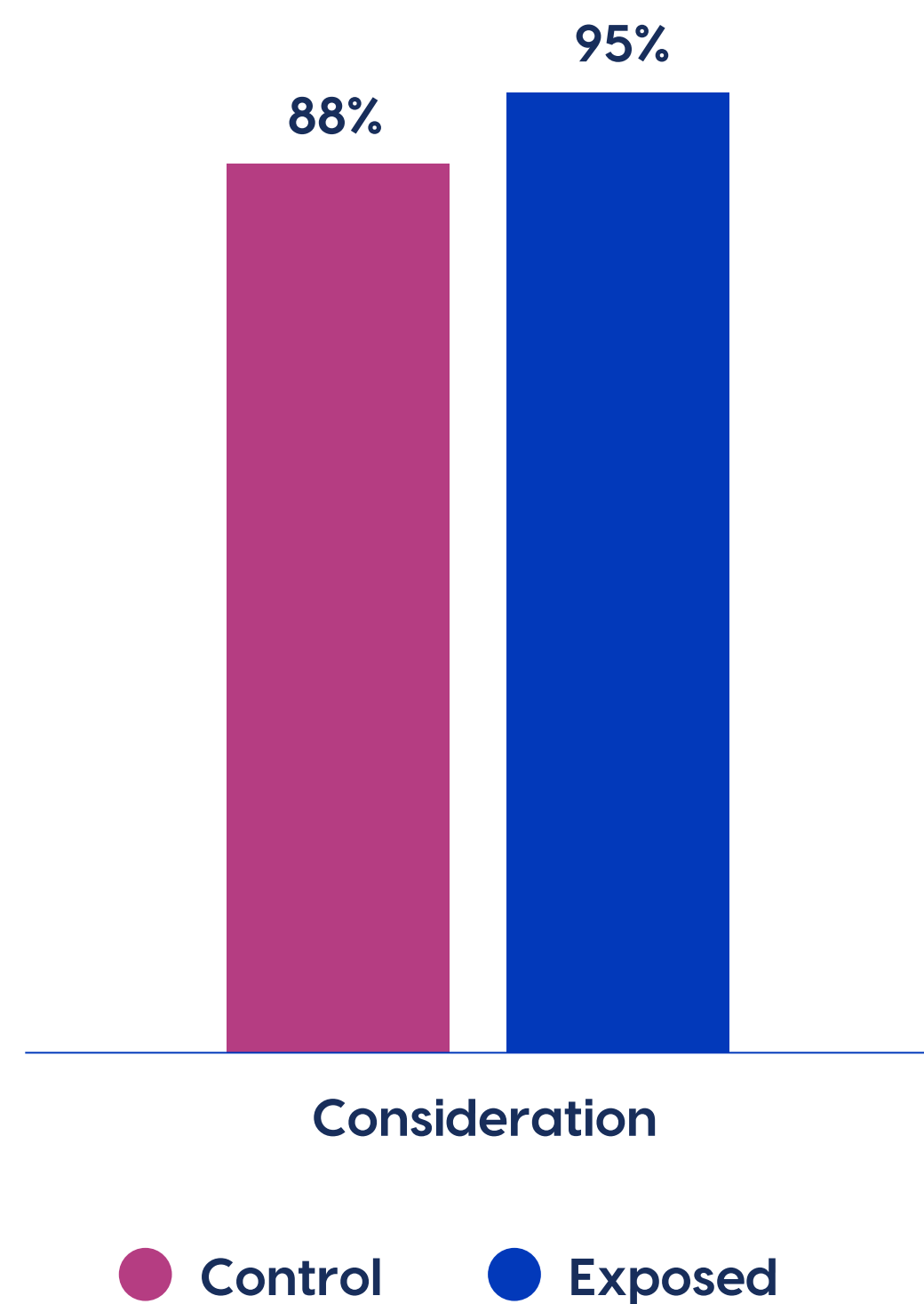
LIFT: +38 percentage points

Findings:

- Dramatic lift in product-specific awareness.
- Exposed group nearly achieved universal truck awareness (96%).
- Largest lift of any metric measured.
- This represents BREAKTHROUGH performance for product (BYD truck) launch advertising.

BRAND CONSIDERATION

BYD Consideration Only:



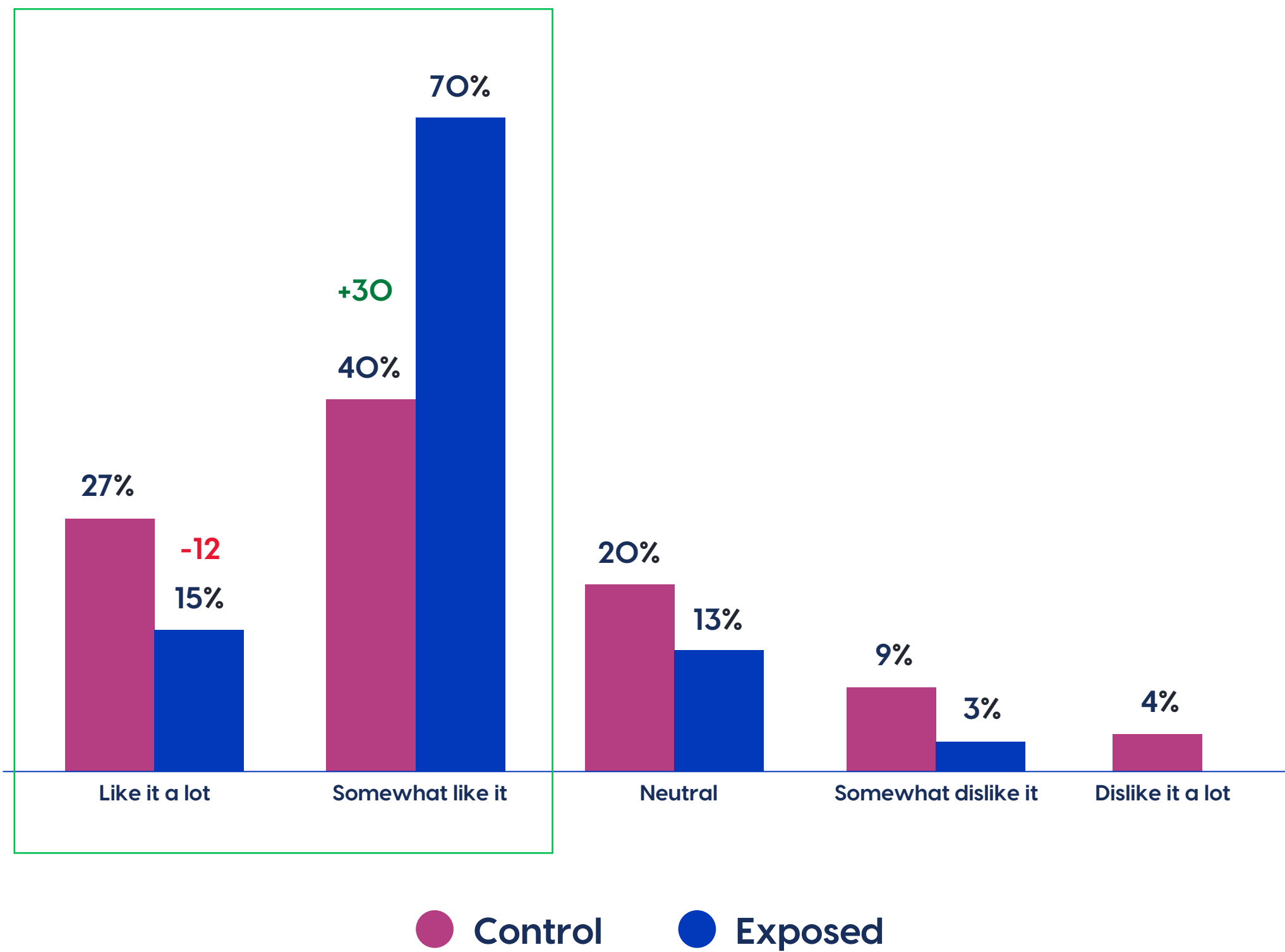
LIFT: +7 percentage points

Findings:

- BYD already has strong baseline consideration (88%). Cinema drove incremental 7pt lift despite high baseline.
- High baseline suggests strong brand health entering campaign.

BRAND FAVORABILITY

Question: "Based on this advertisement, how much do you like or dislike BYD?"



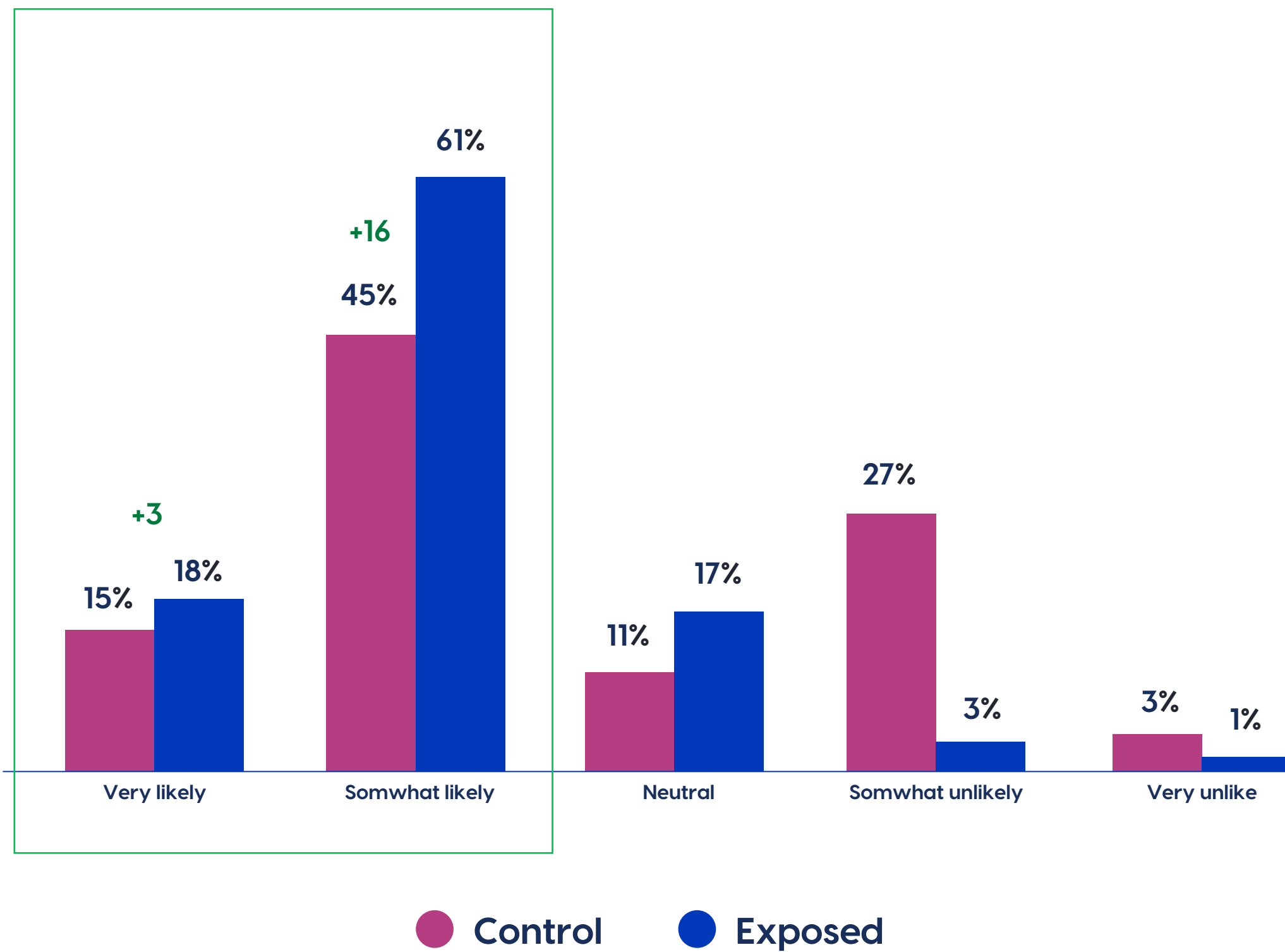
TOP 2 BOX LIFT: +18 percentage points

Findings:

- Significant improvement in favorability after cinema exposure. Negative sentiment significantly reduced (13% → 3%).
- Shift from "Like a lot" to "Somewhat like" indicates more measured response.
- Net positive movement demonstrates ad effectiveness.

TRUCK PURCHASE INTENT

Question: "If you are to buy a pickup truck in the next 12 months, how likely would you be to consider BYD?"



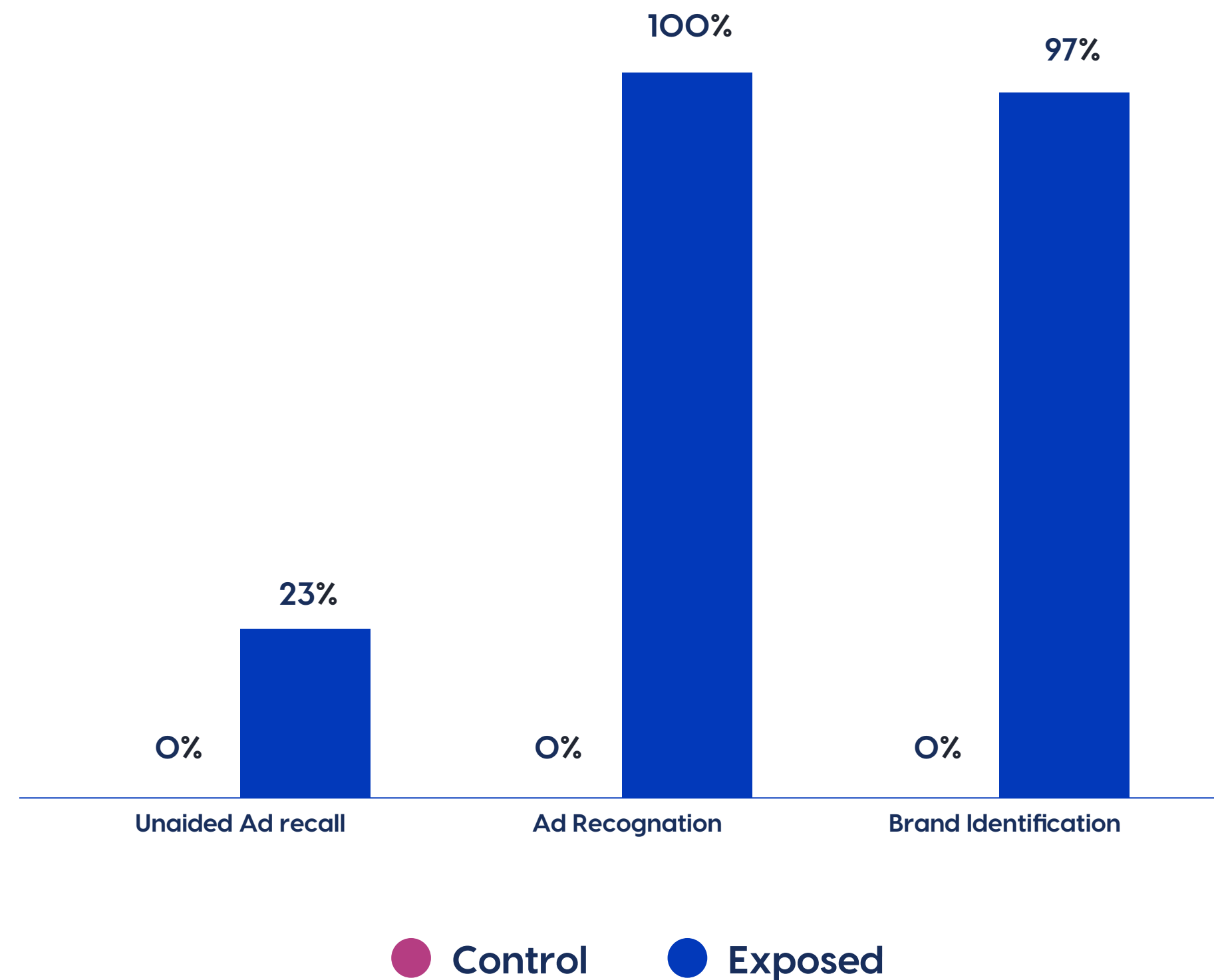
TOP 2 BOX LIFT: +19 percentage points

Findings:

- Nearly 8 in 10 exposed consumers express purchase intent. Major reduction in negative intent (30% → 4%).
- Cinema moved consumers from "unlikely" to "likely." Demonstrates persuasive power beyond awareness.



AD RECOGNITION & RECALL



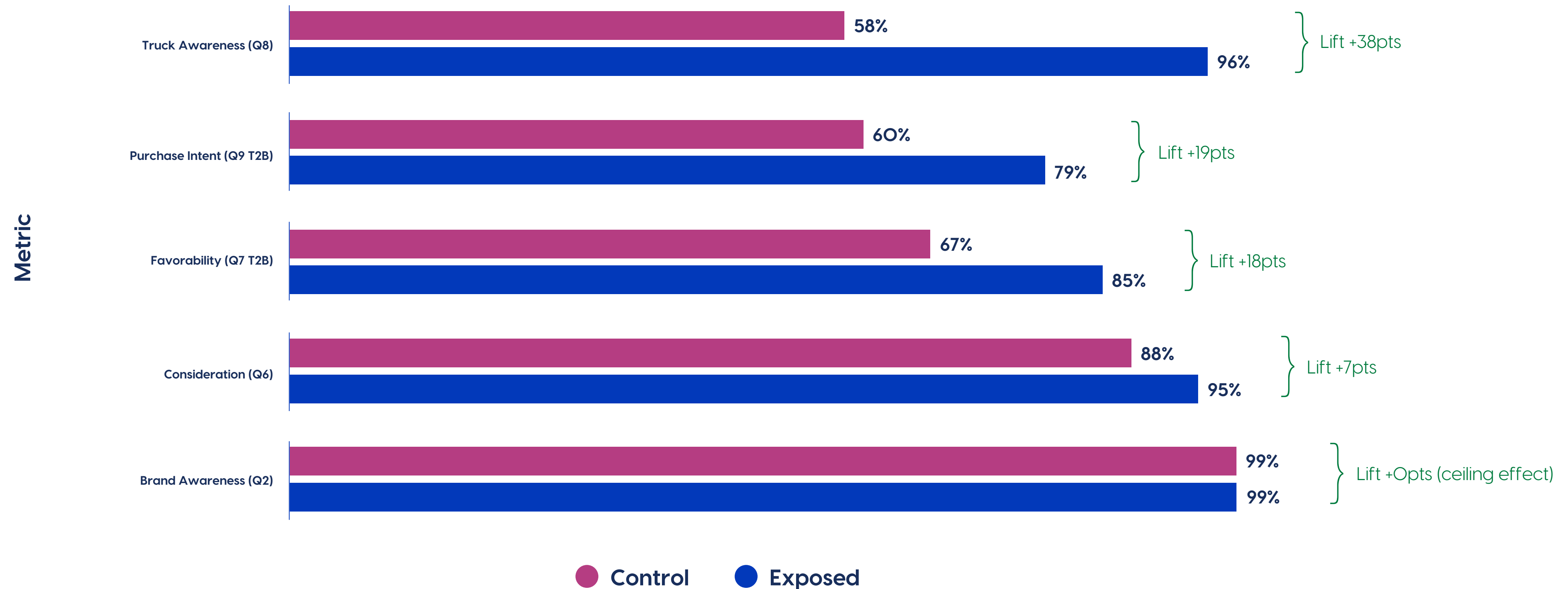
Findings:

- Unaided recall 4x higher in exposed group – 23% spontaneous recall.
- Strong ad recognition among exposed (100%).
- High brand linkage (97% correctly identified BYD).

- Q3: Unaided Ad Recall (Cinema brands remembered).
- Q4: Ad Recognition (shown masked ad).
- Q5: Brand Identification (which brand?).

LIFT SUMMARY- ALL PRIMARY METRICS

Primary KPI Performance Summary:



Findings:

Cinema advertising drove statistically significant and substantial lifts across all primary product-level metrics.

LIFT SUMMARY- ALL PRIMARY METRICS

Primary KPI Performance Summary:

Metric	Control	Exposed	Lift
Truck Awareness (Q8)	58%	96%	+38pts
Purchase Intent (Q9 T2B)	60%	79%	+19pts
Favorability (Q7 T2B)	67%	85%	+18pts
Consideration (Q6)	88%	95%	+7pts
Brand Awareness (Q2)	99%	99%	+0pts

Findings:

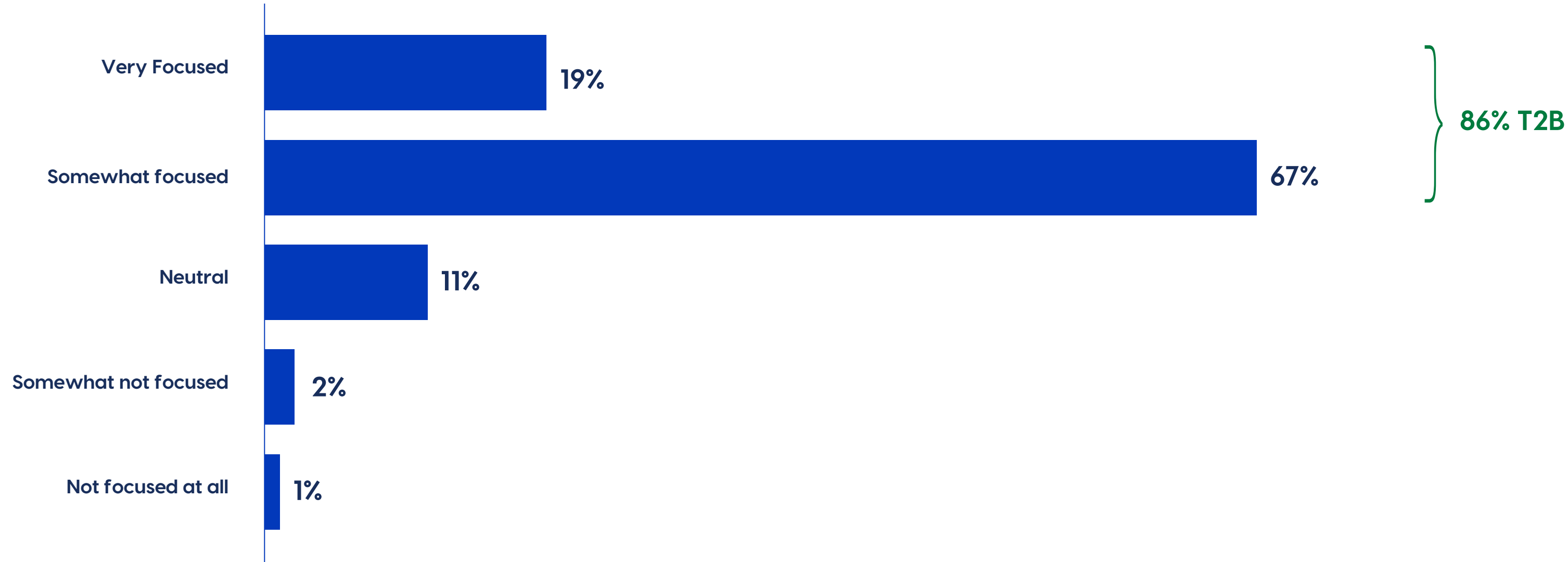
Cinema advertising drove statistically significant and substantial lifts across all primary product-level metrics.

DIAGNOSTIC METRICS

ATTENTION/FOCUS

Asked only to exposed group who recognized ad.

"How focused did you feel while watching this ad in cinema?"



Attention scores significantly higher than industry benchmarks (TV: 43%, Digital display: 11-29%, Social feeds: 57-77%).*

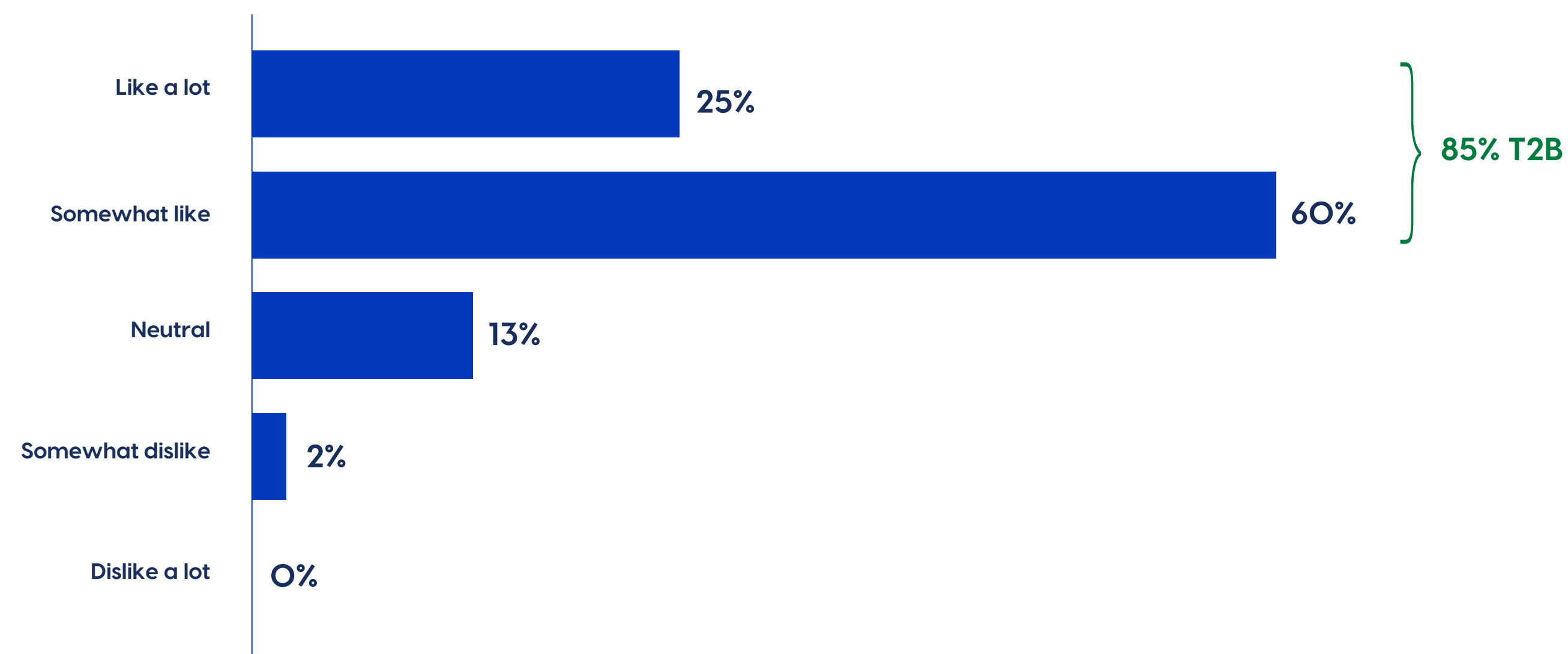
*Lumen Research & TVision (2023). "Cross media attention data: Latest insights from the Lumen and TVision attention panels in the UK." Presented at Media Research Group, February 2, 2023.



AD LIKEABILITY

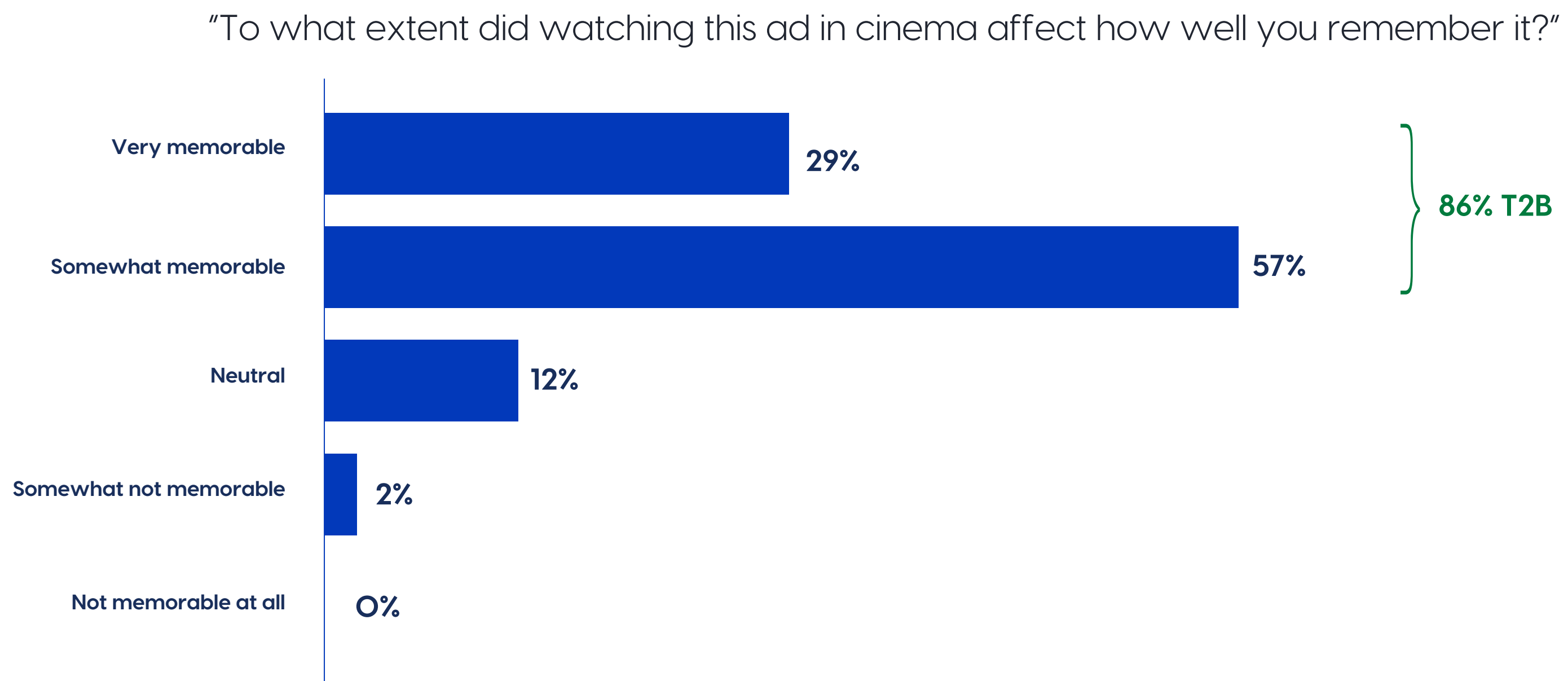
Asked only to exposed group who recognized ad.

"How much do you like or dislike this specific advertisement?"



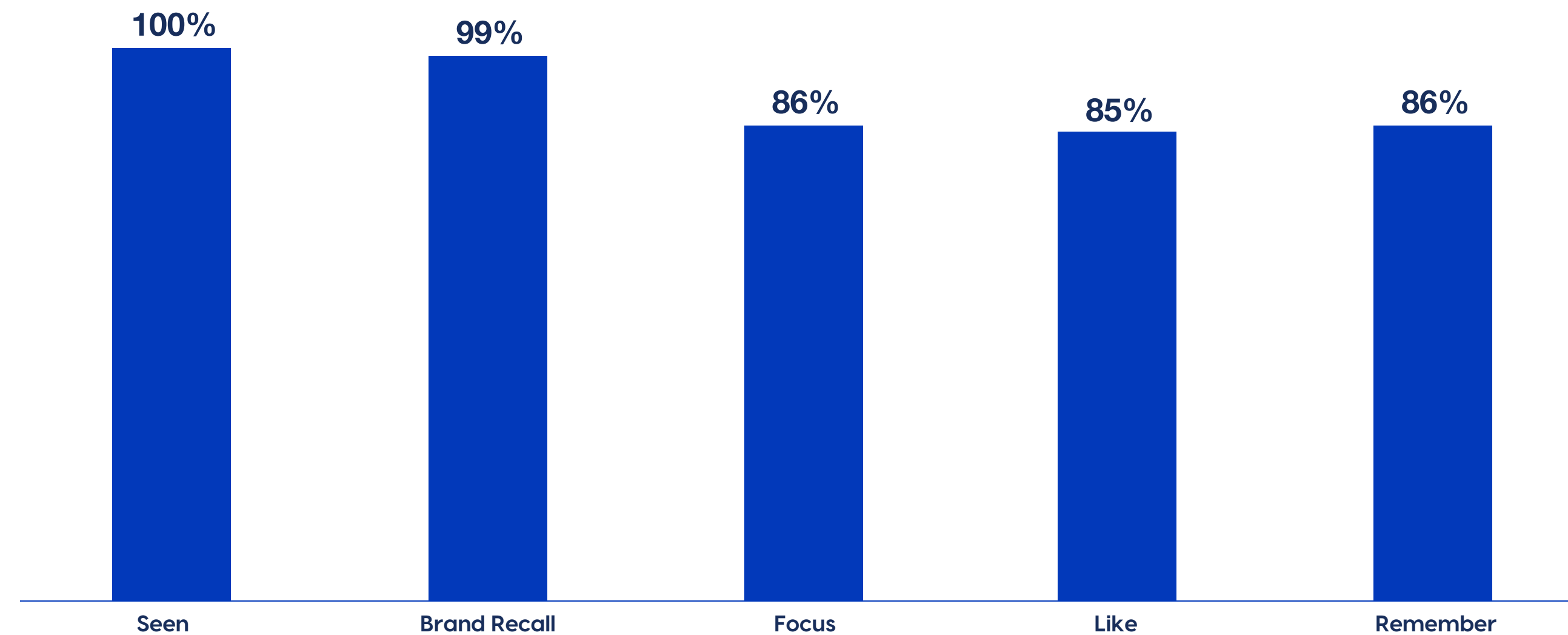
MEMORABILITY

Asked only to exposed group who recognized ad.



CINEMA ENVIRONMENT IMPACT

Ad Performance in Cinema Context:



Cinema Advantage:

- No ad skipping.
- No multitasking.
- Large screen format.
- Premium sound.
- Emotionally receptive audience (entertainment mindset).

Findings:

- Consistently high scores across all ad diagnostics (85-86%) Cinema environment delivered captive, engaged audience High memorability scores validate medium effectiveness.
- Attention scores significantly higher than industry benchmarks (TV: 43%, Digital display: 11-29%, Social feeds: 57-77%).*

*Lumen Research & TVision (2023). "Cross media attention data: Latest insights from the Lumen and TVision attention panels in the UK." Presented at Media Research Group, February 2, 2023.

INSIGHTS & RECOMMENDATIONS

STRATEGIC RECOMMENDATIONS

Immediate Actions:

Continue Cinema Investment

- Results validate cinema as effective launch channel.
- Best-in-class performance (2-3x industry benchmarks).
- Recommendation: Maintain or increase cinema presence.

Scale to Broader Reach

- Current: 3 premium cinemas.
- Opportunity: 17+ additional UAE locations tested as control.
- Projected impact: Potential to replicate strong performance.
(+38pts truck awareness) across broader UAE cinema-going audience.
Rationale: Control cinemas showed similar demographics and baseline awareness.
- Recommendation: Expand to national cinema footprint.

Leverage Results in Sales Enablement

- 95% consideration among exposed = strong sales opportunity.
- 79% purchase intent = qualified prospects.
- Recommendation: Arm dealers with cinema campaign data.

Strategic Considerations:

Extend to Other Products

- Success formula: Cinema for product launches within known brand.
- Application: Future BYD EVs, SUVs, sedans.
- Recommendation: Establish cinema as core launch medium.

Optimize Media Mix

- Cinema delivered highest efficiency (97% ad recognition).
- Recommendation: Use cinema as anchor, support with digital/social.

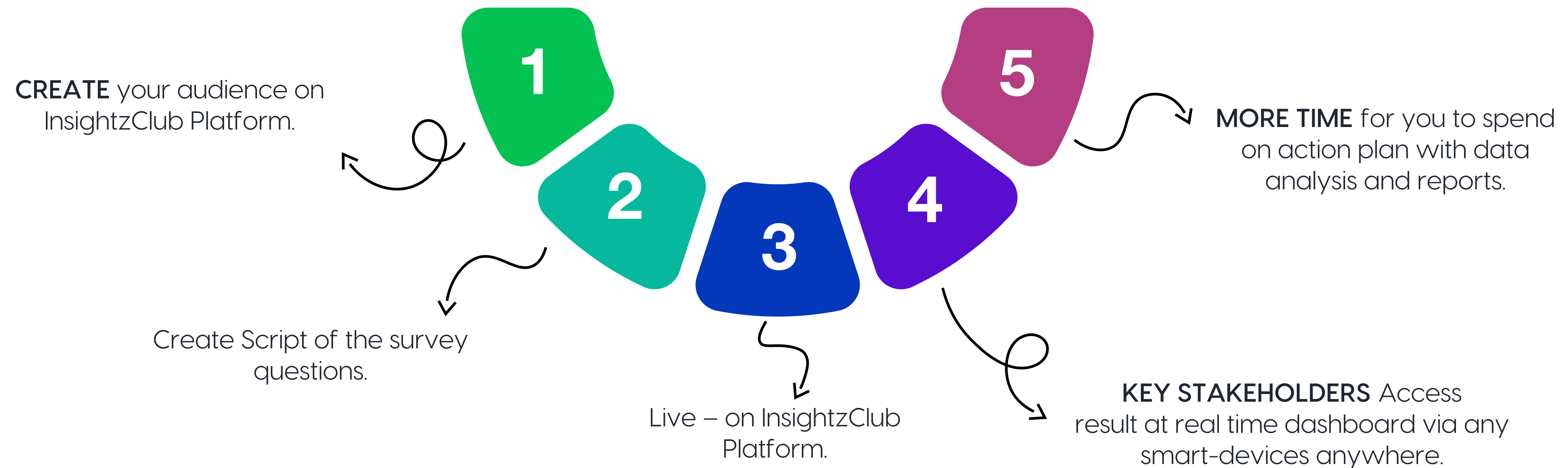
APPENDIX

SURVEY METHODOLOGY

Survey of 300 respondents was executed on the InsightzClub Platform.

InsightzClub is a marketing technology platform that delivers highly personalized insights for marketing by integrating & analyzing data from multiple sources.

Data Collection Process on the platform.



Data Sources

Panel Company

First Party Active Source

Integrating with API to run surveys:

- Monetize their database.
- Reduce project management.

Affinity: Ecommerce, Retail Channels, Telcos, Etc

Users behind CRM system

Integrating with API to run surveys:

- Enrich existing database.
- CRM activity/engagement.
- Revenue monetization.

ICZ Mobile App

InsightzClub mobile app

Passive data collection –
Behavioural as well as transactional.

Survey Respondents

Pre-Targeting Based on Actual Behaviour Vis-À-Vis Claimed.

Demographic



Targeting consumers based on their demographics, eg. Age, gender, income.

Location Data



Access of Location-based data.

Appographic Data



Based on user's interest in various segments based on apps downloaded.

User Intent /Preferences



Categories of ads users have engaged with over a period of time across various platforms.

Technographic Data



Eg. Device type, OS, Model, language, telco used.

Thank You