



CINEMA ADVERTISING CAN BE UP TO 6 TIMES MORE EXPENSIVE THAN TV...AND STILL BE MORE EFFECTIVE!

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New results from the Danish media planning tool BioKarma have been able to take up the battle with the image of cinema advertising being “over priced”. There is a really good reason why cinema advertising should be more expensive than TV!
Dorthe Khiljee

Marketing Manager
Dansk Reklame Film

At the SAWA Convention in Cannes 2005 I presented our new research tool BioKarma. It is the first media planning tool in the world able to predict the effect of combining TV and Cinema in the same media plan. Many SAWA members have contacted me since then, and it is my impression that they have found great inspiration in BioKarma and are working on their own version.

We are still finding new and exciting results for both existing and newbuizz cinema advertisers. Among the more interesting results, we have been able to prove that even though cinema advertising is much more expensive it is still a better deal than spending more budget on TV.

Here are the results based on a campaign for the soft drink Schweppes:

The Schweppes case

Target group:	18-35 year
TV campaign:	1 month – 325 TRPs 4 TV channels
Cinema campaign:	1 month – full circulation

