

# CINEMA RESEARCH

CAPA KINOREKLAME AS, OSLO, NORWAY

## Measuring the Impact of Interactive Advertising at the Cinema ...



### OBJECTIVE:

On behalf of our client Isklar, CAPA set out to demonstrate how advertisers can achieve far greater results for their cinema campaigns with the addition of added value activities, in this case Interactive Advertising.

### METHODOLOGY:

Using two groups: a control group, those exposed to the standard commercial only and the test group, those exposed to both the standard commercial and the interactive elements, YouGov conducted an online study to track the audiences' responses to the campaign. The aim was to measure the impact of interactive advertising on various elements such as: brand awareness, recall and brand / advertising position statements.

Over 200 respondents were interviewed.

### RESULTS:

- Initial "brand awareness" vs. pre test results increased from 53% to 89% within the test group ...
- "Aided recognition" of the Isklar brand came in at 87% vs. a YouGov benchmark score of 40% ...
- The commercial experience was clearly more enjoyable amongst the test group with a "Liking" score over 30% higher than for the control group ...
- "Probability to purchase" scores were also significantly higher: "Will buy the product" scored 60% higher ...
- Over 90% of the respondents recalled the interactive game prior to the movie with 65% of respondents claiming to have participated in the game itself ...



Source: YouGov March 2010

### CONCLUSION:

These results not only demonstrate the success of the Isklar cinema campaign but also the significant **IMPACT** of interactive advertising, in this case, on the overall campaign results.

**ADDED VALUE:** the amount of PR picked up on this first time initiative was also key to Isklar and has seen them become an established cinema advertiser in Norway.



**KAMPANJE.COM**  
For første gang i Norden...  
Klar med interaktiv 3D-reklame  
For første gang i Norden kan Capa Kinoreklan norskprodusert, interaktiv 3D-reklame.  
Av: Erlend Fossbakken

**3rillefilm business**  
5. mars startet CAPA i samarbeid med Isklar og Starcom en revolusjonerende 3D nyhet. Publikum kan i 4 uker spille et interaktivt 3D spill i 4 på Colosseum Kino. I tillegg er det innrettet gule Isklar. Dette var pressedekningen CAPA fikk i kjøpet av premieutførelsen.

**DinSide**  
Du bestemmer hva

**Handelsbladet FTK**  
Isklar i 3D

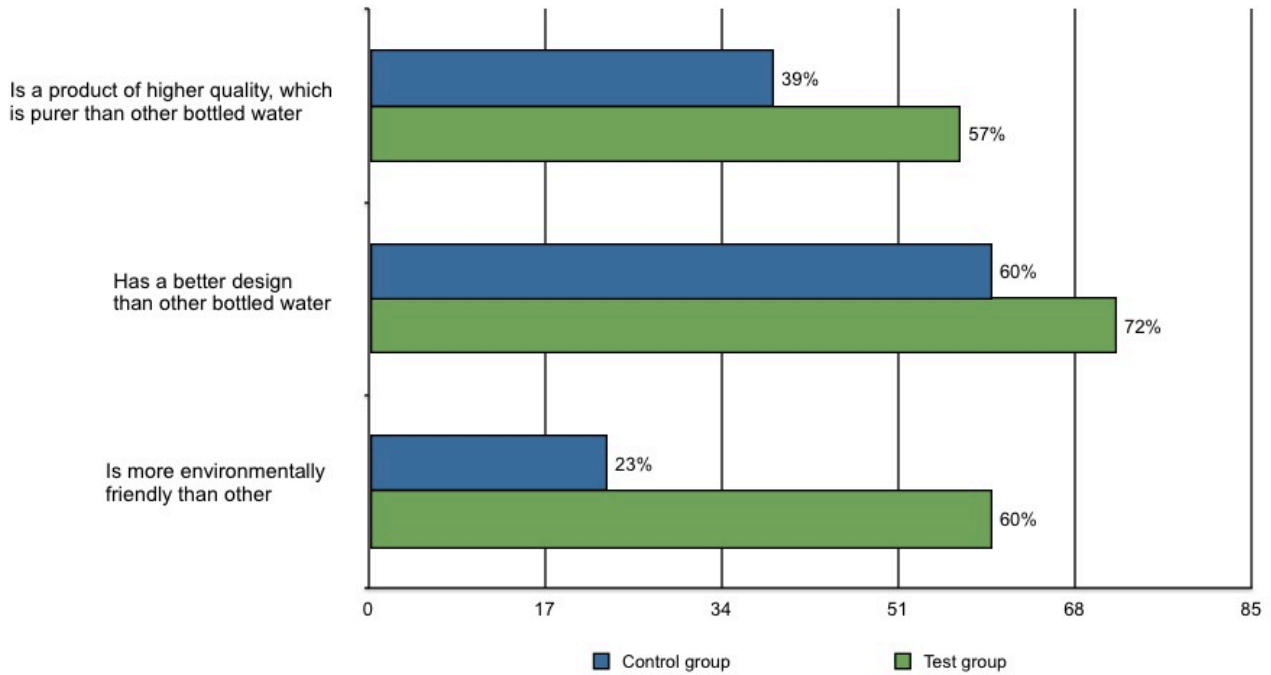
**FILMUBER**  
Klar for ny generasjon kinospektatører

**LES KAMPANJE**  
I dag vil publikum kunne manøvrere fartøyet Isklar isfjell i et fremmed breilandskap og gå på et «leven på Colosseum kino i Oslo for de ser premiefilmer Wonderland».

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## BRAND POSITION STATEMENTS:



## ADVERTISEMENT POSITION STATEMENTS:

