



DIGITAL CINEMA MEDIA

SANTANDER 'SWITCH'
CAMPAIGN:

CINEMA PROVIDES
INCREMENTAL REACH

Date: 24th July 2010

DCM.CO.UK





BACKGROUND

MEDIA APPROACH:

Heavyweight TV backbone to deliver stature and impact. Complemented by cinema to cost effectively provide incremental coverage and young upmarket audiences

RESEARCH OBJECTIVES:

To understand what contribution the cinema element of the campaign had on:

- Brand health metrics
- Response to advertising creative

METHODOLOGY:

Pre and post cinemagoer booster (n=150 per week) onto Santander's existing online brand tracker to compare & contrast results

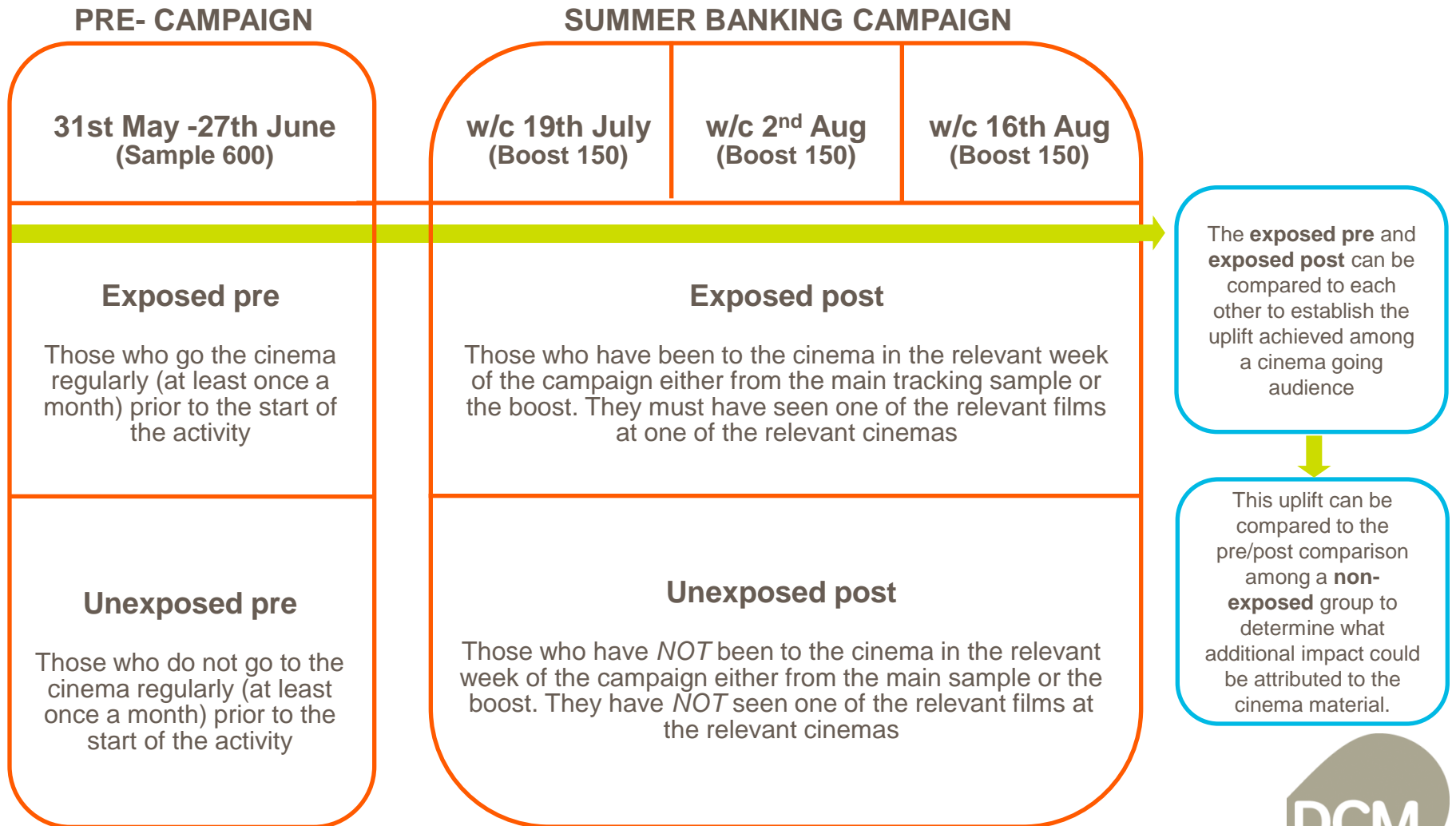
PACKAGE:


- Package : AGP
- Dates : 16th July – Aug 2010 (3 weeks)

Source: Millward Brown Research. Fieldwork - Pre: 31st May - 27th June 2010. During: w/c 19th July, w/c 2nd Aug, w/c16 Aug 2010. Santander 'Switch' campaign.



METHODOLOGY: EXISTING SANTANDER TRACKER WAS BOOSTED WITH CONSUMERS WHO HAD ALSO BEEN TO THE CINEMA DURING THE CAMPAIGN PERIOD



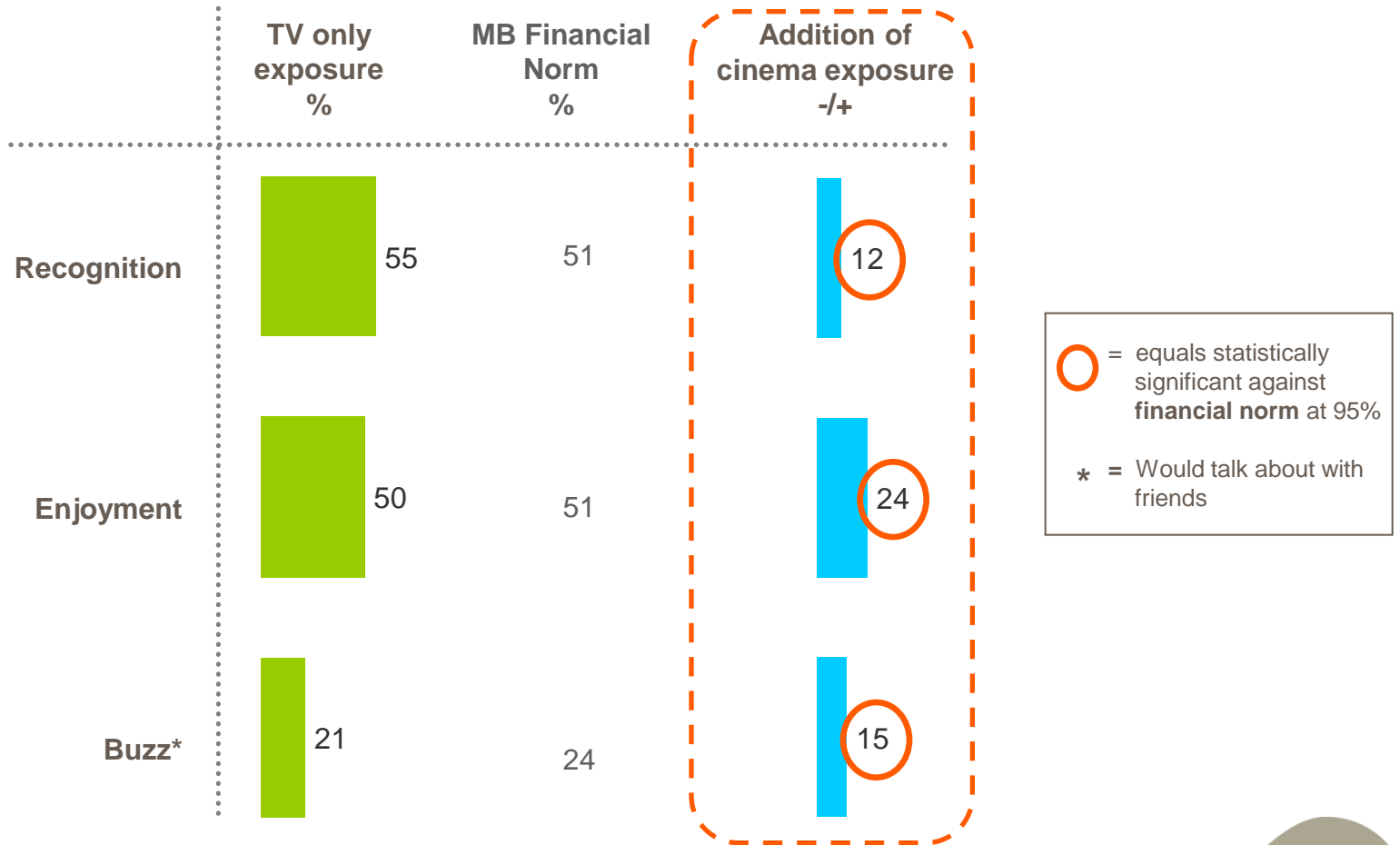


**HOW DOES
RESPONSE TO THE
AV CREATIVE DIFFER
AMONG THOSE
EXPOSED TO IT IN
THE CINEMA?**

DCM

THOSE EXPOSED TO THE AD IN CINEMA FIND IT PARTICULARLY ENJOYABLE AND MORE ARE LIKELY TO TALK ABOUT IT WITH FRIENDS

ADVERTISING IMPACT

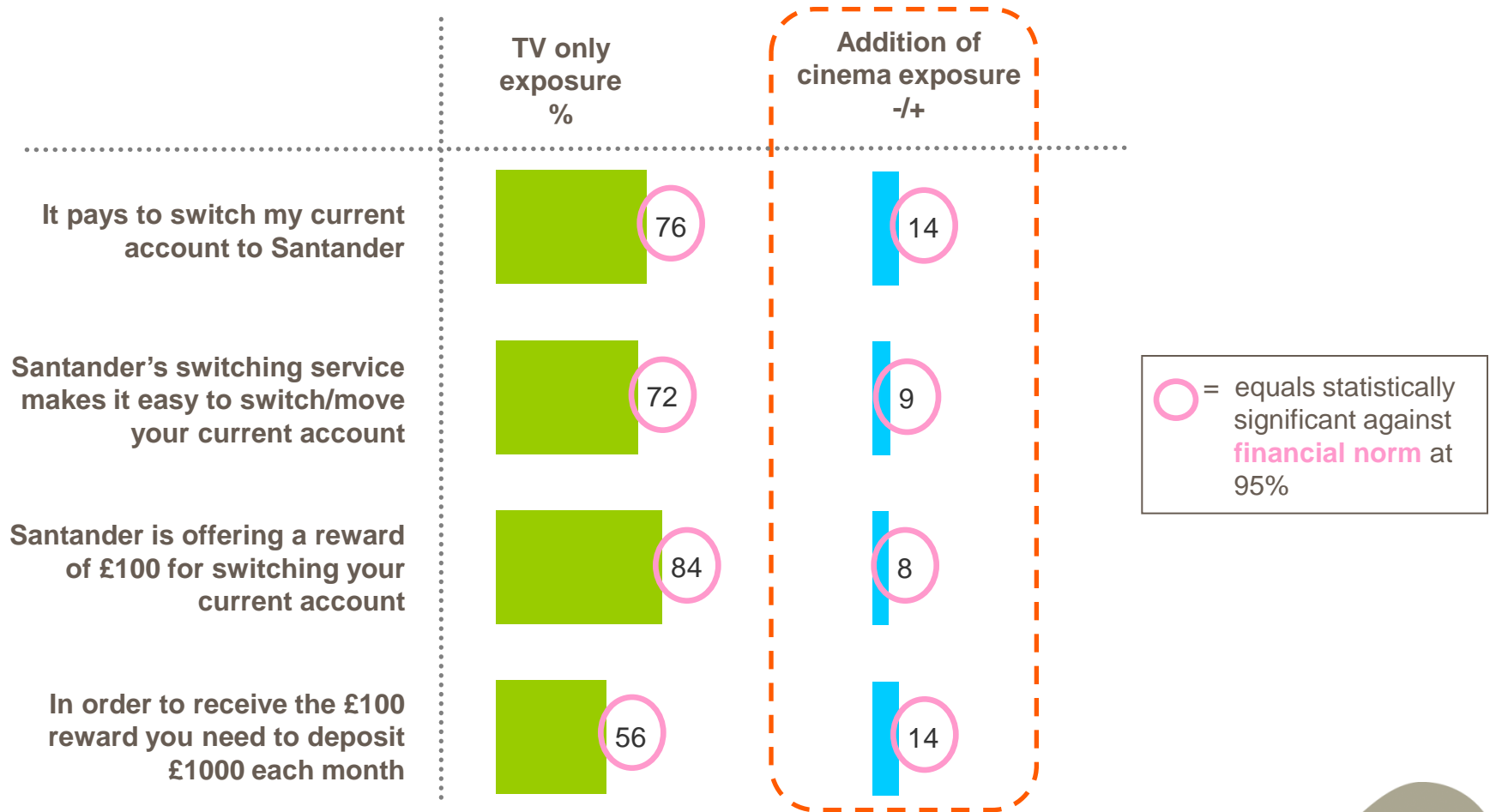


Source: Millward Brown. Santander 2010. Questions - Recognition: Have you seen this advert before today? Enjoyment: Thinking about the advert for Santander, please indicate whether you agree or disagree with each of these statements. Base: TV only exposure: (224) | Exposed sample: (75)



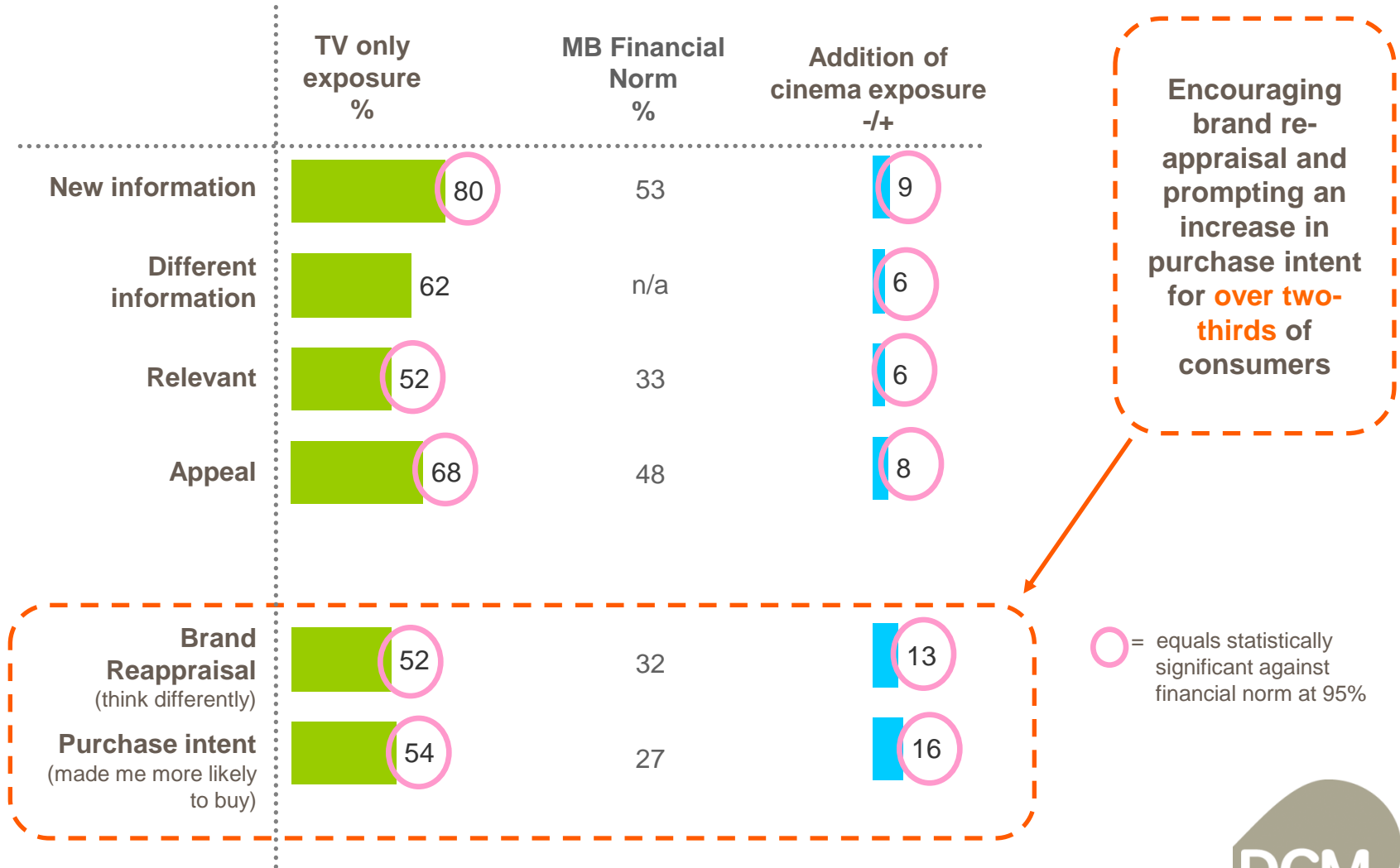
STRONG CUT THROUGH OF THE SWITCH PROPOSITION IS FURTHER DEEPENED BY EXPOSURE IN CINEMA

Q. STRONGLY AGREE THE ADVERTISING GAVE YOU THE IMPRESSION...



THE CINEMA AD GENERATED A STRONGER, MORE POSITIVE CONSUMER RESPONSE, NOTABLY FOR BRAND REAPPRAISAL & PURCHASE INTENT

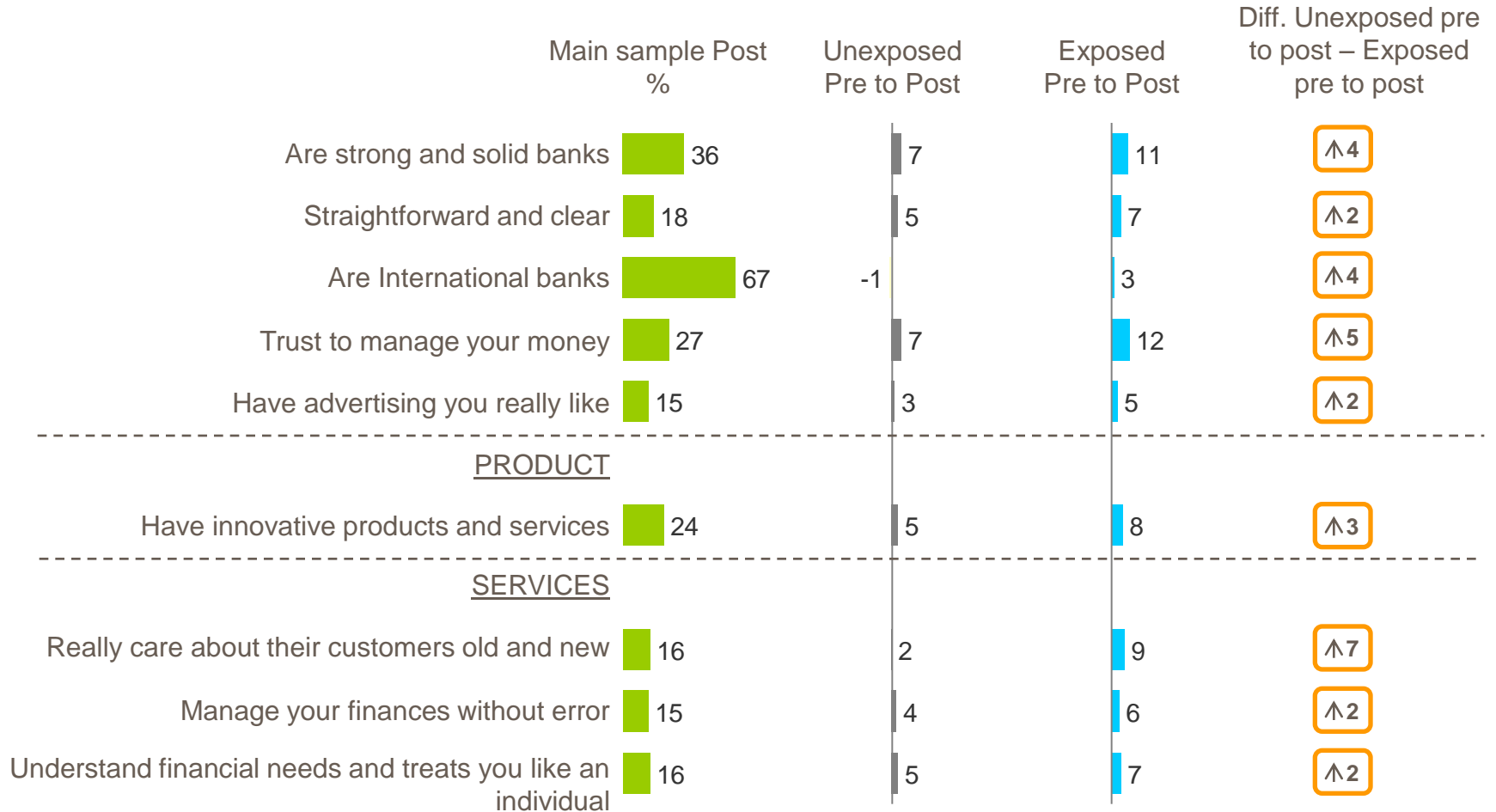
Q. STRONGLY AGREE THE ADVERTISING GAVE YOU....



Source: Millward Brown. Santander 2010. Q33. How strongly do you think the advertising gave you these impressions? % Strongly suggests. Base: TV only exposure: (224) | Exposed sample: (75). Nom 40%.

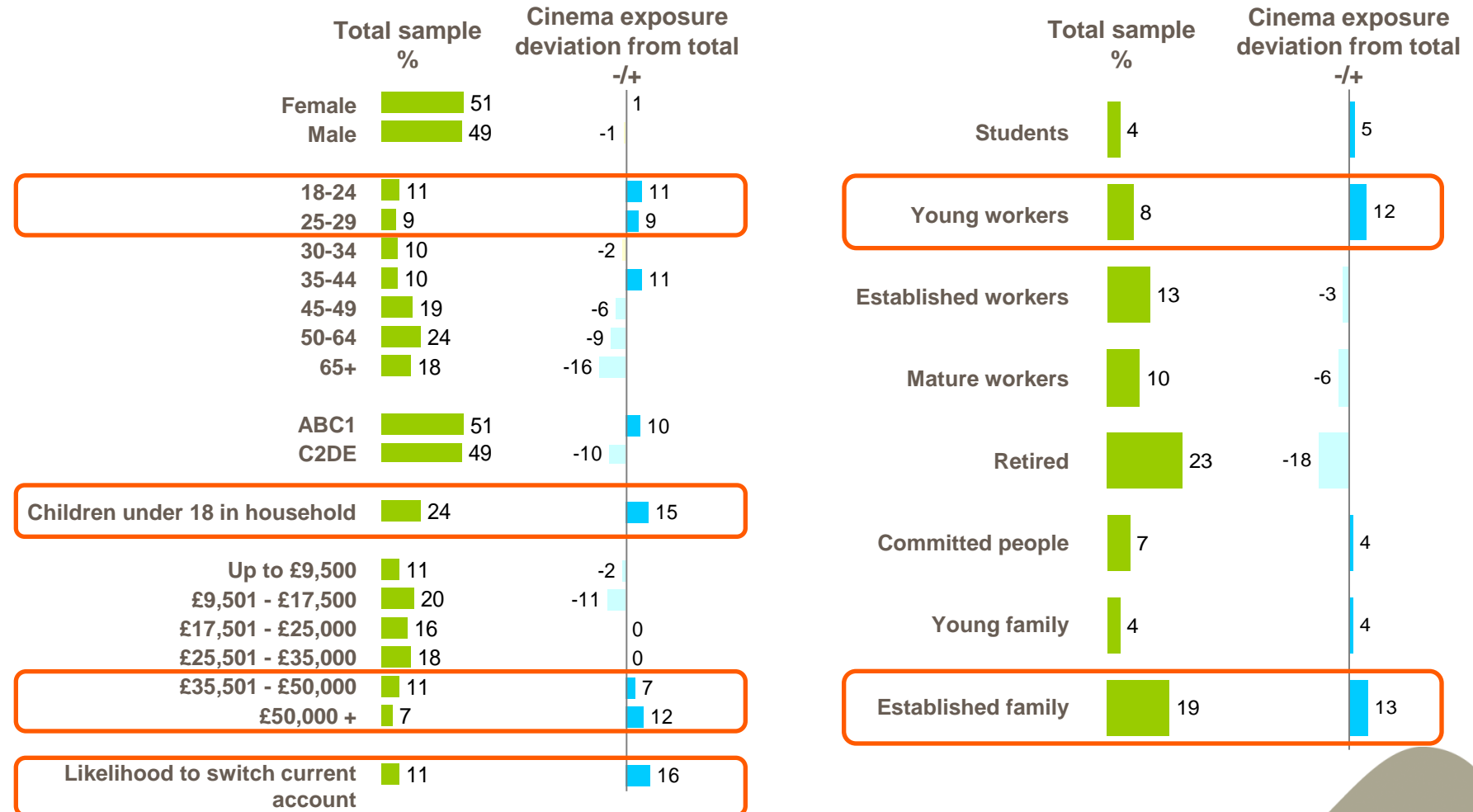
UPLIFT IN PERCEPTIONS OF SANTANDER AS A STRONG, SOLID, CUSTOMER-ORIENTED & TRUST-WORTHY BANK AMONGST CINEMA CELL

IMAGE – Q. DO YOU THINK SANTANDER...



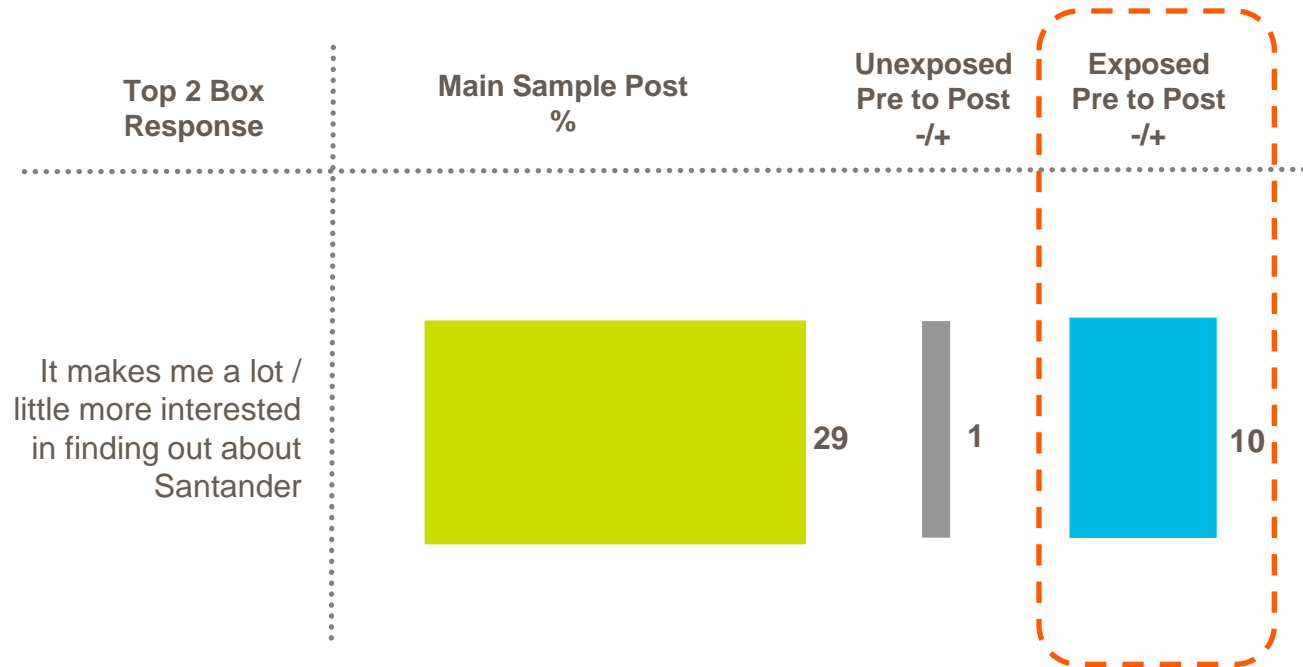
CINEMA IS SUCCESSFUL IN REACHING A RECEPTIVE **YOUNG AND AFFLUENT AUDIENCE**, WHO ARE **INCLINED TO SWITCH** THEIR CURRENT ACCOUNT

DEMOGRAPHIC REACH



ADVERT HAS GENERATED A **SIGNIFICANT INCREASED INTEREST IN SANTANDER** COMPARED TO THOSE UNEXPOSED TO THE CINEMA

IMPACT OF COMMUNICATION – Q. INTEREST IN FINDING OUT ABOUT SANTANDER...





CONCLUSION



TOPLINE FINDINGS

USING CINEMA WITHIN THE MIX OF SANTANDER'S 'SWITCH' CAMPAIGN HAD AN INCREMENTAL EFFECT ON CONSUMER RESPONSE IN A NUMBER OF KEY AREAS:

CREATIVELY: More likely to generate buzz than just on TV alone, generating an even stronger emotional response & rational call to action.

TARGETING: It has helped reach a particularly receptive audience who are more than twice as likely than average to be in the market for a current account.

DRIVING BRAND FAMILIARITY: Extending consumer's sense of relationship with the brand, a previously static metric & building associations around key metrics such as customer care.

PROMPTING CALL TO ACTION: Exposure to cinema succeeds in prompting increased interest in finding out about the bank as a result of communication.

