

Communication Value 2010

TV compared to Cinema

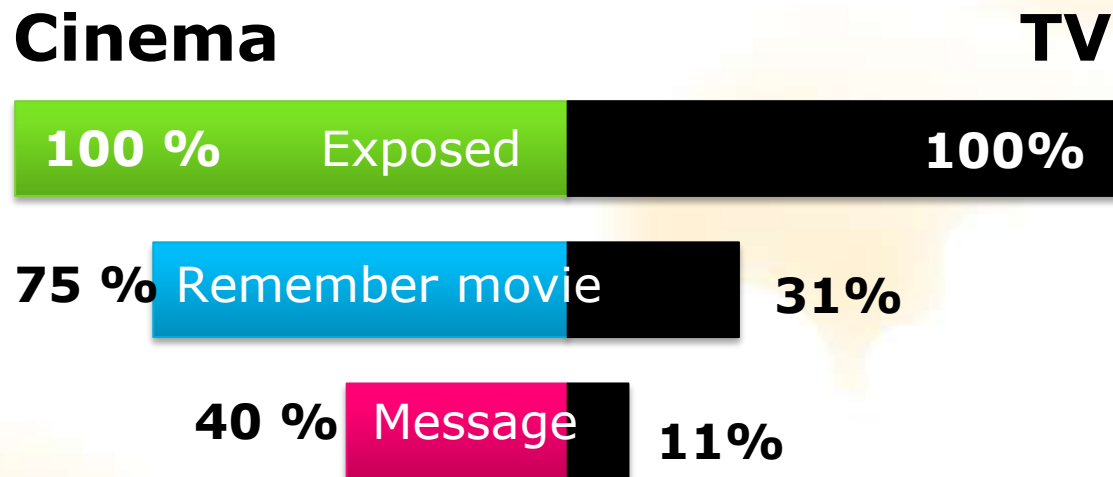


Method

- **The analysis was conducted by Data Intelligence in week 15 2010**
- **Made as online survey as day after recall**
- **The respondents only had the possibility to watch the spot once**
- **There was recruited in the cinema on Sunday 11th of April and the questionnaire was sent out the day after**
- **On the TV 2, MTG and SBS channels the interviews was made via "What means the Denmark-panel" on Tuesday 13th of April, and Wednesday 14th of April.**
- **Screenings questions was made after PHD ´s overview of the campaign**
- **Number of interviews conducted**
 - Cinema 203
 - MTG/SBS 259
 - TV 2 257
- **Data are weighted relative to age and sex, so it gives a representative distribution within the selected target group of persons 16-29 years**
- **The method had been previously approved by Media Agencies: Deep Blue (Carat), Brand Science (OMD), IUM and Business Science (Mediacom)**

Advertising in cinema seems stronger

Analysis shows that, cinema achieved 3.8 times more communications power than on TV



Communication value 3,8