



# SCREENVISION MEDIA + HOTELS.COM

## THEATER ETIQUETTE CASE STUDY



Hotels.com™



# SVM + HOTELS.COM

## THEATER ETIQUETTE OVERVIEW



Hotels.com™



### HOTELS.COM CREATED AN ORGANIC CONNECTION WITH OUR MOVIEGOERS THROUGH THEATER ETIQUETTE

- Hotels.com partnered with SVM to unlock the exciting opportunity to create a buzzworthy theater etiquette segment that brought their brand messaging to life on the big screen
- Starring the Hotels.com mascot, Captain Obvious, the featurette leveraged the brand's "The Obvious Choice" tagline to deliver a PSA message around locating exits within the auditorium
- This clever approach to theater etiquette engaged and caught the attention of our travel-loving audiences nationwide





# Hotels.com

SCREENVISION MEDIA CINEMA AD EVALUATION

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# Hotels.com Key Highlights



**60%** Recalled Hotels.com Ad (**30%** unaided)



Among those who Recalled the Cinema Ad:

**75%** Liked it  
(A Lot/Somewhat)

**77%** Found it Interesting  
(Very/Somewhat)

**77%** Likely to Tell a Friend About it  
(Extremely/Very/Somewhat)

**72%** More Likely to Consider Hotels.com  
(Much/Somewhat)

**57%** Feel Better About Hotels.com  
(Much/Somewhat)

## The Cinema Ad Had A Positive Impact on ROI Metrics

% Lift = Recalled ad/Control

**+38%**

**Unaided Awareness**  
(34% Control vs. 47% Recalled Ad)

**+17%**

**Familiarity**  
(Very/Somewhat Familiar)  
(71% Control vs. 83% Recalled Ad)

**+27%**

**Overall Opinion**  
(Excellent/Very Good/Good)  
(66% Control vs. 84% Recalled Ad)

## ...and Led to Gains in Perceptions of Hotels.com Rewards Program

**+34%**

**Instant Savings Now. Free Nights Later.**  
(Agree Strongly/Somewhat)  
(38% Control vs. 51% Recalled Ad)

**+33%**

**Allows Me to Earn Free Nights**  
(Agree Strongly/Somewhat)  
(39% Control vs. 52% Recalled Ad)



Cinema also provides an opportunity to target potential new users as **55%** of moviegoers travel for business and **89%** travel for leisure, and **most** have some responsibility in booking trips

# Cinema Advertising With Screenvision Delivers Strong Awareness and Impact for Hotels.com



## AWARENESS

- **60%** of moviegoers recalled the Hotels.com ad, **30%** unaided
- **70%** of moviegoers recalled specific messages from the ad unaided (highest = **30%** “Good savings/prices”)
- Moviegoers who recall the ad are **+38%** more likely to mention Hotels.com unaided when asked about travel booking websites (**34%** control vs. **47%** recalled ad)
- **+17%** increase in **familiarity** of Hotels.com (**71%** control vs. **83%** recalled ad, Top 2 Box)

## PERCEPTIONS

- **77%** of moviegoers found the Hotels.com ad very/somewhat **interesting**
- **75%** of moviegoers **liked** the Hotels.com ad a lot/somewhat
- **57%** of moviegoers **feel better** about Hotels.com after seeing the cinema ad
- **+27%** increase in **overall opinion** of Hotels.com among those who recalled the ad (**66%** control vs. **84%** recalled ad, Top 3 Box)
- Gains in perceptions of Hotels.com **rewards program**
  - **+34%** agree ‘Instant Savings Now. Free Nights Later.’ (**38%** Control vs. **51%** recalled ad, Top 2 box)
  - **+33%** agree ‘Allows Me to Earn Free Nights’ (**39%** Control vs. **52%** recalled ad, Top 2 box)

## CONSIDERATION

- **72%** of moviegoers are much/somewhat more likely to **consider** Hotels.com after seeing the cinema ad
- **77%** of moviegoers are extremely/very/somewhat likely to **tell a friend** about Hotels.com after seeing the cinema ad